

# The REPORTER of Direct Mail Advertising

APR 27 1943

17 East 42nd Street • New York, N.Y. • VANDERBILT 6-0888

## HIGHLIGHTS OF MARCH DIRECT MAIL NEWS

□ **ON MARCH 26th, 1943** . . . the Graphic Arts Industry received official recognition in Washington. On that date, the Advisory Board of the Graphic Arts Victory Committee, with representatives of some fifteen trade organizations and delegates from twenty-two cities and reporters from a dozen or more trade and advertising publications met in the Social Security Building in Washington at the invitation of the Office of War Information. Starting at 10 A.M. the sessions lasted until about 6 P.M. . . . during which time eighteen government officials explained the public relation problems of the government and how the Graphic Arts Industry could help.

The new Guide Book of the GAVC was officially unveiled by Gardner Cowles, assistant to Elmer Davis and by Public Printer Augustus E. Giegengack, Honorary Chairman of the GAVC. A report of this one day session would be largely a repetition of the material contained in the "Guide to Essential Wartime Printing and Lithography" . . . but the various speakers gave many more examples of how advertisers are tying in with war projects in their printed promotion. Starting on Page 3 of this issue of *The Reporter*, we are giving you a summarized version of the very instructive discussion led by Charles Tyler of the War Production Board's Salvage and Conservation Information Service. Read this summary carefully. It may give you many good ideas.

Incidentally . . . the GAVC has now been incorporated and the Committee is on a permanent, rather than a temporary, basis. Two additional projects have been completed. One on Rent Control for the OPA and another on V-Homes for OCD.



*The Reporter* should use a picture once in a while . . . and this month it may as well be the publicity shot above. Dick Messner, Chairman of the Planning Committee of the Graphic Arts Victory Committee, is presenting a Guide Book to Samuel E. Gold, (center) President of the Industrial Marketers of New Jersey. Charlie Morris, Chairman of the Research Committee of the Graphic Arts Victory Committee, seems happy about the whole thing. Messner and Morris were featured speakers at the Industrial Marketers of New Jersey recent special program "Direct Mail Goes To War." Similar meetings are being planned for other sections.

□ **ANOTHER SHORT STORY.** Last year when *The Reporter* made a round-up of opinions on wartime Direct Mail plans, Foster H. Taft, Advertising Manager of Bancroft-Whitney Company, 200 McAllister Street, San Francisco, California (law book publishers and library service material) reported that his company was increasing the number and quality of Direct Mail pieces. A letter during March 1943 from Mr. Taft reports progress and submits many interesting samples. Can't describe them here . . . but they are good. Just another interesting proof that the mails can be used successfully to sell an available and necessary product . . . and to save the cost, time and travel of nearly unavailable salesmen.

□ **HOW TO KEEP YOUR MAILING LIST UP TO DATE** . . . is the title of an interesting 3½" x 9" accordion style folder issued by Dickie-Raymond, Inc., 80 Broad Street, Boston, Massachusetts in cooperation with the United States Envelope Company, Springfield, Massachusetts. It shows, in six simple examples, how the Post Office Department can help you correct your mailing list . . . if the proper wording is used on envelopes. You better write to either Dickie-Raymond or U. S. Envelope for a copy of this interesting folder.

□ **A LETTER WRITER'S MUST.** Be sure to get a copy of the 20 page, 4½" x 7" booklet entitled "Very promptly yours" just issued by the Hammmill Paper Company, Erie, Pennsylvania. This one is written by Robert E. Ramsay . . . and it's free to those who request it. It's one of the best and breeziest explanations of correspondence handling we've seen in a long time. It's not as breezy or humorous as the previously-praised "How To Harness A Conference" (one of the Hammmill series), but this one is just as (if not more) valuable. It should be in every letter writer's Idea File.

□ **CARBON COPIES.** Carbon copy follow-ups are not new, but we've just had a report from the Caskie Paper Company, Charlotte, North Carolina, submitting their latest carbon copy follow-up. Report states that "stunt is still effective." Results are improved by adding a handwritten note on the right-side margin. The handwritten note on the Caskie carbon copy follow-up reads as follows: "How do it doo? Regards B."

MORE HIGHLIGHTS ON PAGE 35

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



## NORTHWEST *Pedigreed Papers*

Book Papers

Offset Papers      Label Papers

Sulphite Bonds

Ledger      Index      Post Card

Poster Papers      Writing Papers

Salesbook

Tablet Papers      Pad Stock

Drawing

Adding Machine      Register

Manifold

Lining Papers      Waxing Papers

Envelope Papers

Northwest Pedigreed Papers have always been known as "printers' papers" because they so completely meet the issue of practical production. This was true yesterday, is today and will be tomorrow. Every dependable feature of service that characterized Northwest grades in peace-time is still an inherent ingredient during war-time. Uncle Sam naturally gets first call on our production, but other essential civilian needs that aid the war effort are also being served.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

# How Users of Printed Promotion Can Tie-in with the Government Salvage and Conservation Program

*A digest of the discussion on Conservation and Salvage led by Charles Tyler of the Information Bureau of the War Production Board . . . at the OWI-GAVC Conference in Washington, March 26, 1943. All users of Direct Mail Advertising should be interested in this summary . . . and particularly in the examples quoted.*

Conservation is a vital wartime activity for it is making those resources which we have do the optimum amount of work—it is *conserving* materials, man-hours and space.

Conservation can be broken down into the following classifications:

- a. Salvage of waste materials.
- b. Care of consumer goods.
- c. Care of industrial equipment.
- d. Simplification of designs, sizes and models.
- e. Substitution of more plentiful materials for scarcer ones.

## A. Salvage

The Government's 1943 Salvage Campaign is directed towards the recovery of all waste materials which can be put to war use. Specifically, major emphasis will be placed on iron and steel scrap, copper, waste fats and greases, silk and nylon stockings and tin cans, although other items may be emphasized from time to time depending on the urgency of the need for them.

Our two main sources of supply for these materials are industry and households.

It is from industry that we obtain the major part of our iron and steel and copper scrap, rubber, rope rags and other materials. In the past, under the direction of the Industrial Salvage Branch of the Salvage Division, War Production Board, various industrial concerns throughout the country have been organized so that most plants now have salvage managers who make certain that production and dormant scrap are efficiently salvaged. Following are some interesting examples of promotional activity that these men and their companies have promulgated:

1. The Pennsylvania Railroad Company distributed leaflets with paychecks to employees, asking them to be on the lookout for scrap.

2. Laundry and Dry Cleaning Industry prepared a complete industrial salvage program with booklets, posters, stickers, etc., and an over-all vertical program in this particular field.

3. The steel warehouse industry promoted a dormant scrap drive, utilizing handbooks, pamphlets, etc.

In many cities volunteer industrial salvage committees have been organized (Industrial Center Operations Committee) and there are now over 700 of them. They coordinate salvage activities of the various industrial firms in the community.

Similarly, the salvage program aimed at America's households has been directed by local salvage committees. These volunteer committees number over 11,000 and are the activating force at the community level.

Household salvage has received an enormous amount of support from private industry. The American Industry Salvage Committee, Automotive Safety Foundation, Committee of the Glycerine and Associated Industries to Salvage Waste Fats, Inc., all have utilized large funds from private industry (largely through advertising agencies) to promote various campaigns.

This year, again, we are aiming at iron and steel scrap, which you all heard so much about last year. However, in 1943 emphasis is being placed on heavy metal such as that obtainable from farms and rural districts.

The type of support that we have had and hope we will continue to have for this program has come largely from farm implement companies in the following typical forms:

1. John Deere and Company, Moline, Illinois, printed the 1942 National Scrap Harvest program which was a handbook used by all salvage workers in rural areas.
2. The Farm Equipment Institute prepared a "Sink A Sub" poster which

was an effective display piece for farm areas.

3. The Boy Scouts of America printed the booklet, "Scrap and how Scouts Collect It," which tied in closely with the rural scrap drive.

The Silk and Nylon Stocking Campaign has been carried out by utilizing local retail stores as collection depots. These stores in practically every city have promoted this program and given 100 per cent cooperation by local advertisements, as well as posters and other graphics material. In only four months this program has netted 888,215 pounds of silk and nylon stockings.

In the field of waste kitchen fats and greases which we are now collecting at the rate of 7,000,000 pounds per month, many local gas and light and telephone companies have distributed fats and grease leaflets as stuffers in their bills. Increased local promotional efforts will be of great aid in increasing the collection of this explosive producing material.

Tin can salvage has also had the support of such firms as Coca Cola Bottling Company which has produced a vast amount of booklets, leaflets, posters, and which has encouraged local bottling companies to advertise in local newspapers.

Copper, which will be a major effort in 1943, has already been tackled by the motion picture industry, by the War Activities Committee of the Motion Picture Industry, through use of "Scrap Matinees," which have demanded a quantity of local promotional material.

The over-all salvage picture has benefited from National Advertisers and also by such media as Sears Roebuck catalogue, where a splendid job was done in bringing to the public the need for various salvage items.



For both industrial and household salvage, there will be a continued need for private promotional efforts, and the more we can get, especially at the local level, the more salvage we will obtain for war production. Local volunteer salvage committees should be consulted wherever they exist.

#### B. Care of Consumer Goods

Another aspect of making what we have do the optimum amount of work is to persuade and educate consumers to take care of the goods which they have and actually to discourage buying except where absolutely necessary.

Obviously the industries which make consumer items know best how consumers should take care of these items to make them last longer. Just a few simple illustrations from the many thousands of examples of industry activities along this line are:

1. National Adequate Wiring Bureau of New York, which has prepared posters and leaflets on taking care of electrical wiring and also publishes a booklet called the "Adequate Wiring Reporter."

2. The American Gas Association has prepared a pamphlet "Uncle Sam Wants it to Last" which tells how to keep gas stoves in tip-top shape.

3. Westchester Lighting Company, Mount Vernon, New York, has prepared a leaflet on conservation of gas and electrical equipment for the same subject, and the Brooklyn Gas Company, Brooklyn, New York, runs advertisements in local newspapers.

4. National Electrical Manufacturers' Association, New York, has published "Victory is born to sacrifice"—promoting care of home appliances.

The care of Consumer Goods is such a tremendous field that the few examples mentioned are like grains of sand on a beach. The Government program in this field, incidentally, is just getting under way, and will attempt to guide private efforts along lines which will have the greatest impact on the public. Make it last, add mileage, stretch it out, etc.

#### C. Care of Industrial Equipment

Like care of consumer goods, this activity can save materials by educating workers to make the tools and equipment which they use last longer.

Tool conservation is one example of this type of activity which shows how important a field this is.

(a) A large manufacturer of cutting tool steels, Carboloy Company, has centered its promotion upon a program of visual training, consisting of 6 excellent slide films to provide all plant personnel using cemented carbide tools with a basic understanding of their characteristics as pertaining to the individual's job. This education program stemmed from a training course which had been conducted for several years by this company before the war. Previously, key men from various customer companies had been sent to this manufacturer's plant for a complete training course conducted on a regular classroom basis. It was realized that for war purposes, it would be completely impractical due to travel restrictions for the new, green employees, who were being placed on tool work in increasingly large numbers, to actually attend such courses in person. Therefore, the slide film program was the answer.

The most important adjunct to the slide film program is the complete reproductions of each film which have been assembled into separate booklets for further study and reference by all employees attending the film showings. The film showings furthermore have been elaborately promoted much in the manner of a conventional motion picture, by excellently printed explanatory pieces, posters, and preview booklets.

Many copies are now using visual training programs, and these programs are successful insofar as they are promoted through the usual graphic channels. Furthermore, the "clinch" in a visual education program is the printed book which reproduces the various "frames" of each slide film and thus constitutes study manual for reference right at the machine, well illustrated and clearly explained.

(b) Disston Company, a large saw manufacturer, has met the problem of careless tool handling by issuing a series of small cards that are distributed to the men at various machines using all types of saws, files, cutting tools and knives, indicating in an outline form the exact elements that enter into the proper use of each tool. These cards are also presented in the form of a bound book which thus constitutes a manual on tool care for tool shop foremen or for the worker who is likely to use several types of tools.

(c) A Detroit printer has produced a series of excellent posters on the subject of tool care, picturing one type of tool, broken, on each poster and stating the amount of time it will take to replace that broken tool. Typical poster copy is: "Carelessness is Sabotage! . . . It will take 90 days to replace this end mill broken through carelessness!"

(d) Various tool manufacturers such as Greenfield, Cleveland Twist Drill, Illinois Tools, etc., are issuing valuable printed units that depict the actual elements that go into handling each tool, showing exactly how each tool can and should be re-ground, and sometimes indicate the right and wrong ways of applying each tool to the various jobs.

#### D. Simplification of Designs, Sizes and Models

When a consumer product is simplified, this move must also be interpreted to the public. Oftentimes the simplification can be tied in with conservation of essential commodities. For instance, when the bicycle industry was asked to cut the variety of models from 30 or 40 per company to one man's bike, and one lady's bike, one of the manufacturers, Shelby Cycle Company, immediately prepared a poster for dealers' showrooms, emphasizing the actual features that had been gained—such as lightness in weight, subsequent ease of riding and carrying on a car, and simplification of maintenance and repair problems.

Concurrently with this simplification move this company issued a colorful and interestingly written booklet entitled, "How to Take Care of Your Bicycle." Many thousands of copies of this booklet were distributed to bicycle users, old and new, through dealers. The company's entire advertising campaign was, in fact, built around this new booklet, which urged the conservation of fuel and tire wear through practical use of existing bicycles. It should be pointed out that this move was made in the face of an order which restricted this company from manufacturing any new bicycles other than a very limited supply of the "ersatz" models, and was entirely aimed at helping the war effort and placing dealers in a position to perform a tangible service in helping solve the transportation problem.

It is contemplated that during 1943, some 1000 products of all types will be simplified by WPB order.

#### E. Substitution of More Plentiful Materials for Scarcer Ones

An excellent example of promoting a substitute wartime manufacturing process is the New Jersey Zinc Company. This company has developed a valuable booklet that shows the essential features of the metal and the actual methods involved in die-casting from zinc, as a substitute for forging and stamping sandcastings. The questions posed and answered are typical of those that one unfamiliar with the fabrication of metals would be likely to ask. The booklet is amply illustrated, is technically correct

(Continued on page 6)





# *PATTERN* in **PAPER**

War necessities outweigh all other considerations, and Champion's first job is to provide pulp and paper for the manufacture of products needed in winning the war. Yet paper is essential also to civilian industry and business, whose survival is vital to our future economy. Business must plan now for postwar activities, for Government says private enterprise is expected to supply jobs for all who want to work. The paper industry cooperates fully with government agencies in conserving critical materials and services. Within the limitations established, Champion strives to meet all demands that war is making upon its facilities; and in addition, supplies all it can to business to help maintain the sound American economy which the world finds so necessary.



**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope  
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

rect, and yet is a masterpiece of simplicity—can be understood by anyone, and is therefore highly useful to the green employee. This is one example of many cases where a manufacturing process useful in wartime may to a great extent continue to supplement or replace previous methods, even during the post-war period.

In educating the public concerning substitution as a wartime measure, the Museum of Modern Arts in New

York did an outstanding job by displaying in their annual Christmas gift suggestion exhibit, only those gifts which were made of a non-critical material. They also prepared an attractive pamphlet for this exhibit which told the same story.

Many department stores have been pushing items made of non-critical material, both in displays, advertising and other merchandising media.

All these examples of salvage and

conservation promotion by private industry have been picked at random. Actually, the subject is so natural and so obviously in line with the war effort that many more private industries will be desirous of helping the government's campaign.

Detailed information on these subjects can be obtained from the Division of Information, War Production Board. (Salvage Section) Washington Gas Light Bldg., Washington, D. C.

## Debunking the Hooey About Direct Mail

*Dave Belbeck, Advertising Manager of The W. W. Cooper Company Limited, Swift Current, Sask., Canada, has written The Reporter one of the most interesting letters we have received since the outbreak of the war. We print it in full without any deletions or editorial comment. It speaks for itself . . . and it may be the forerunner of a good and loud argument. So go to it!*

We have read with considerable interest that query: Mailing List Trouble. With interest, because it seems that at least one firm has run into the same trouble that we have found a solution for. While our two problems no doubt are dissimilar in details, the necessity for solving them is the common denominator that may make our solution of interest.

We are retailers, selling direct to the consumer. We have always done a tremendous amount of advertising, approximately 50% of it by way of direct mail. Originally we had a mailing list of around 10,000 names—gathered painstakingly over a period of 10 years—comprising, in the main, farming families spread over an area of 100 miles all around this city.

Then came the drouth: at first people moved from the district in ones and twos, then in dozens, and finally in mass migration. Returns jumped from about 2% to 20% in a matter of a little over a year. Waste of paper, envelopes, mailing time and postage was appalling, to us. So something had to be done about it!

After giving it a lot of thought, we finally resorted to something that we hadn't much faith in to start with, but were so desperate that we

felt we just had to give it a fling: we started mailing to Householder!

You can imagine our surprise when, over a long trial period, we found it was every bit as effective as name-mailing!

We feel there will be a lot of pouff-pouffing from the direct mail "experts" on our findings, but that won't change the fact. We used to think the "niceties" of direct mail (careful analysis of prospects, cross-section checking of lists, sample mailings for pulse-taking, etc.) had to be followed faithfully before an advertising piece could be trusted to the mails. Now that we know different (because we have exploded it) we believe a lot of direct mail science is nothing more or less than a smoke-screen to make it appear as something mysterious and magical. The only "magic" about direct mail is its ability to bring in business; but it can do this without being wrapped up in a lot of back-scene legerdemaine.

We've quit treating direct mail as something that is too frail to trust to ordinary methods. We treat it boldly and openly, as a grown-up partner of our advertising program. We don't shoot from behind the bushes; we don't try and dress it up

to worm its way into our customers' hands on false pretenses. When it reaches our customer's hands he knows it's a piece of advertising from this Store. If he isn't interested in it, we don't blame him: we take the onus on ourselves. It's *our* fault, not his, that he doesn't want to read it.

We just want to add that copy is written in a friendly, everyday manner. We try to talk to him the way we would if he were in front of us in person. We wouldn't want him to think that we were a Shakespeare or a John the Baptist—so we don't talk like they would. We talk like a person who has something he wants, or needs, and would like to sell it to him at a reasonable price. After all, *he* knows it, so why should we try and fool him?

Pardon us, Mr. Hoke, if our thoughts on direct mail have grown unorthodox. Reading *The Reporter*, you strike us as being a man who says what he feels, so we assume that you will admire it in us. We honestly feel that a lot of this hooey about direct mail is—simply hooey. We believe it should be treated as straight-from-the-shoulder selling ammunition that can do its job without being dressed up—and that's how we're using it!



How

# ADVERTISING MANAGERS Can Help in the War Effort

AS the war intensifies, more cooperation and greater sacrifices are required of every civilian. Toward this end the people must be kept constantly reminded of the ways in which they can help.

There are many government-sponsored educational campaigns for this purpose in which the advertiser can play an important part. Here are a few that deserve wide cooperative publicity:

Price Control

Rationing

Anti-Inflation

Car & Truck Conservation

Safety

War Chests

War Bonds

Salvage

Share Your Car

Food for Health—  
Nutrition Campaign

Civilian Defense

Victory Gardens

Brief copy about some of these (or others equally important) can be easily worked into small space in your Direct Mail and publication advertising. Through this method you can aid in the war effort along with your regular program of sales building or good-will contacts. Your Government will welcome this cooperation.

For specific suggestions, write to the Office of War Information—Bureau of Campaigns—Washington.

## POLYCHROME Dull Coated Book

is an unusually fine paper for booklets, folders and illustrated letters.

White, Ivory and 5 colors.

It is conveniently stocked by paper merchants in all important markets.

## THE APPLETON COATED PAPER CO.

4304 Wisconsin Avenue    Appleton, Wisconsin

*We've subscribed to the War Production Fund to  
Conserve Manpower, Chrysler Building, New York,  
N. Y. For America's sake we urge others to do likewise.*



# A DRIVE THAT CLICKED

*On a recent visit to Columbus, Ohio, this reporter had an opportunity to see behind the scenes of a well coordinated community drive for the Red Cross. The printed pieces were intriguing. Methods of production and distribution were clever. So we asked the folks at the Advertising Club to give us a complete report. We are glad to pass along this story to the readers of The Reporter.*

The tremendous selling power of planned and co-ordinated advertising and promotion when applied to civic fund-raising projects has been strikingly demonstrated by the unusual success of the recent Red Cross drive in Columbus, Ohio.

The quota of \$520,000 was exceeded by more than \$100,000 due in large measure to the vigorous advertising campaign conceived and carried out by The Columbus Advertising Club at the request of the local chapter of the Red Cross. This was one of several promotional campaigns for Franklin County war agencies conducted by the War Advertising Committee of the Columbus Advertising Club. Still others are now being undertaken.

Built around the original slogan, "Come Across for Red Cross—Double or Better," the intensive campaign included the dominant use of every established advertising medium, as well as many ingenious methods of obtaining additional publicity. Highlights of the effort in the various media were:

**NEWSPAPERS**—Each of the three Columbus dailies carried 23,500 lines and Columbus weekly and suburban papers carried 16,000 lines, all of which were paid for by local advertisers that were satisfied with just a small credit line at the bottom of each ad. In addition, 566 local firms inserted the Red Cross logotype in their regular advertising, while dozens of others devoted their regular space to the effort. Editorially the newspapers co-operated by distributing with their regular editions 170,000 copies of a 4-page roto section.

**RADIO**—All five local stations were used. They contributed 1320 station breaks, using the slogan, "Come Across for Red Cross." All or part of their regular programs were devoted to the Red Cross by 616 local advertisers, while all network Red Cross programs were carried by local outlets.

**OUTDOOR**—This included a full showing of 24-sheets, 200 trolley banners, 240 car cards, 1560 window cards, 1700 easel cards, 4000 window cards, 400 single sheets, 500 truck posters, 5568 large Red Cross flags and smaller flags for every taxi and truck. National advertisers also donated local spectaculars.

**DIRECT**—The printed literature was unique in that the various pieces were created to reflect the nature of the source of distribution. For example, the piece distributed by filling stations bore the caption, "EMPTY TANKS AND EMPTY HEARTS," with appropriate copy; the piece distributed by florists was captioned, "THE RED ROSE THE SOLDIER KNOWS." Separate appeals were also devised for literature created for hand-outs by banks, laundries, bakeries, bowling alleys, furniture stores, retail stores, restaurants, dry cleaners, life insurance agencies, movies, and luncheon clubs. More than 2,000,000 impressions were run, the quantities for each piece being established by careful survey, as follows:

First, all good available sources of distribution were considered. Contact was then made as to the exact number that could be distributed, or used, without waste. In many instances dealings were with Associations that took charge. In others, Ad Club committee workers contacted each source of outlet individually.

No printing was done until accurate needs were determined. A distribution sheet was prepared for each individual company receiving material, a duplicate copy of which was signed and returned to headquarters. Boy Scouts handled delivery of some packages of pieces. They also took around the door hangers to homes. The Motor Corps Unit of the Red Cross also was active in distribution.

**MOVIES**—Fifty local houses showed special films; there were appropriate lobby displays and cashiers

and ushers wore special caps and arm bands, respectively.

**SPECIAL EVENTS**—Millions of paper Red Crosses, creating a veritable "red snowstorm," were dropped from airplanes over the busiest part of the downtown section. All police and firemen wore armbands; a Red Cross and slogan were painted on 800 street intersections; leading stores competed in a window display contest; all big downtown buildings were floodlighted to display huge Red Crosses; crews of "snipers" roamed the streets sticking slogans on store windows; and there were special ceremonies held at the unique SS Columbus, a huge ship erected at the busiest intersection in Columbus.

Officials of the Columbus Advertising Club point out that, while radio time was contributed and local advertisers defrayed the cost of the newspaper space, no attempt was made to get everything free, or to "chisel." An advertising and promotional budget was set up, and most of the material was purchased from regular sources on a non-profit basis.

The Advertising Committee in charge of the campaign included John Fullen, secretary of the Ohio State University Alumni Assn., who acted as Red Cross publicity chairman; Sid R. Phillips, advertising director of the Ohio State Journal, campaign publicity chairman; Paul Ahern Kelly, president of the Advertising Club and advertising manager of the Capital Finance Corporation, distribution co-ordinator; Howard Minnich, assistant advertising manager of The Ohio Fuel Gas Company, outdoor advertising and posters; Harry Hoessley, WHKC, in charge of radio; Arthur Truitt, advertising director of F. & R. Lazarus & Co., newspaper advertising; Gus K. Bowman, Byer & Bowman Advertising Agency, direct advertising; Paul Watkins, advertising director of Madison's window displays; Vaughn Wadley, R. L. Polk, decorations.



## *When you want to know* GO TO AN EXPERT

WHEN YOU WANT to know what make of paper to buy for your office letterheads, our advice is simply:

"Ask your printer—he knows paper."

He knows Rising's reputation for craftsmanship. He should—for years we've been supplying expert printers with fine papers for every printing purpose. He can tell you better than we that Rising quality will add much to the prestige of your business message—and little, if anything, to its expense.

Three grades: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). Prices on a par with other quality papers. The Rising Paper Company, Housatonic, Mass.



ASK YOUR PRINTER—HE KNOWS PAPER

□ **PROMOTING A NEWSPAPER SALVAGE DRIVE WITH DIRECT MAIL.** Bert S. Gittins (Advertising Agency), 739 North Broadway, Milwaukee, Wisconsin and client Allis-Chalmers (Tractor Division) have made another fine contribution to the salvage campaign. This time it was an inspirational newspaper advertisement. You've probably seen copies of it headed "The Boy Who Wasn't Passed the Ammunition . . ." There is a sketch of a gun sticking into the ground over a grave with a helmet hanging to the gun. Advertisement is directed to the farm field . . . to help speed up the flow of farm scrap. Allis-Chalmers offered to furnish mats or electors in any of three sizes to anyone wishing to publish the advertisement either over a single signature or a group of signatures *without any credit to Allis-Chalmers*. An intensive Direct Mail campaign was run to put the idea across. Proofs were sent to local, weekly and daily newspaper editors all over the country, to all state Press Association offices and to approximately 3,000 Allis-Chalmers dealers . . . confirming the offer to supply free mats or electors. Reprints of the advertisement were also sent to all State Chairmen of the War Production Board. Result . . . the advertisement is riding the crests of the waves in rural communities from coast to coast.

□ **A GOOD EXAMPLE** of how advertisers are tying-in with the war effort . . . is the recent booklet issued by Reid, Murdoch & Co., manufacturers and distributors of "Monarch Finer Foods," Clark Street Bridge, Chicago, Illinois (R. B. Newton, Advertising Manager) entitled "Your War Note Book." It's a sixteen page and cover 5 1/4" x 8" booklet written for "Mrs. Homemaker." The information was prepared in cooperation with the Information Department of the Office of Price Administration. Distribution is being made by women's patriotic organizations and civilian defense groups. It explains inflation and encourages home conservation. It outlines the need for rationing and explains how the housewife can help to shorten the time required for victory. Get a sample copy for your Idea File.

□ **BEST BOOKLET OF THE MONTH** comes from the Allis-Chalmers Manufacturing Company, Milwaukee, Wisconsin. George Nuernberger, Supervisor of Health and Safety Division, Industrial Relations Department very graciously sent us a copy of "Women . . . Safe at Work." 36 pages, 7" x 5". Tells the whole story of women's place at Allis-Chalmers . . . their work, their safety, their morale, their clothes and their opportunities. It's a beautiful job and should be instrumental in building not only increased production but . . . good will for now and the future.

□ **ANOTHER SUPER-BEAUTIFUL LETTER** arrived recently at the office of *The Reporter*. It came from Robert C. (Budge) Clark, formerly in the paper business and now Chief, Printing and Distribution Control Branch of the War Production Board, 1096 Railroad Retirement Building, Washington, D. C. It was one of those letters that look so perfect it appears to be printed. Typewriter type but perfectly even impressions and no appearance of a silk ribbon.

We wrote to Budge to find out how the letter was done . . . but then remembered that we had an item about this type of letter back in the August 1942 issue on page 13. Letters are produced on an I.B.M. Electromatic Proportional Spacing Machine. Instead of using a silk ribbon, the typewriter is equipped with a special paper carbon ribbon.

Incidentally, to get perfect letters like this, even with the Electromatic . . . you must have a good secretary. Miss Joan Cox (also formerly in the paper business) sees to it that Budge Clark's letters from WPB are tops.

□ **MAIL ORDER NEWS** is the name of a new 6" x 9", 4 page monthly bulletin issued by the Associated Mail Merchandisers, Inc., Hotel Pennsylvania, New York City. Vol. 1. No. 1. is dated April 1943. Paul Muchnick is the Editor of this breezy news sheet which goes to members of the Association. Communications should be addressed to the Editor of Mail Order News, 233 East 32nd Street, New York City. The News is published for members of the Association but perhaps Paul can scare up a sample copy for anyone interested.

□ **LONG RANGE EDITING.** Here's an interesting case history overheard in the smoking lounge of a Pullman enroute to Washington from the midwest.

A manufacturer was telling a friend how their house magazine (started since the war) was helping to cut down absenteeism by a novel and indirect method. The house magazine is written *obviously* for the employees. It is mailed to their home. Each issue of the house magazine contains items or case histories about absenteeism and how it delays production. Statistics are inserted for the various departments of the plant. But (and it's a big BUT) copies of the house magazine are mailed to former employees who are now in the service. Those boys look forward to receiving news from back home. They read the house magazine carefully and *especially* the articles on absenteeism. The manufacturer related to his friend how the employees in the plant receive personal letters from their old buddies who are now in the service. The letters *raise hell* about absenteeism. Some of the letters contain unprintable remarks . . . but have been effective in speeding up production.

This idea could be followed by many house magazine editors. It's wonderful how material for *The Reporter* pops up in strange places!!

## SPECIAL

Because of its importance to the Graphic Arts Industry and to every user of printed promotion (including Direct Mail) we have obtained from the Graphic Arts Victory Committee, permission to reproduce the report of the conference called by the O.W.I. on March 26th. The summary of the conference which you will read on the following 16 pages was prepared by The Office of Emergency Management. We urge all readers of *The Reporter* to study this report most carefully.

THE REPORTER



# **Official Report** *of* **Conference**

*Office of War Information*  
*Graphic Arts Victory Committee*

**March 26th, 1943**



**Summary prepared by Office Emergency Management**

**published by**

**Graphic Arts Victory Committee**

**17 EAST 42nd STREET, NEW YORK CITY**

## Explanation

The Office of War Information mailed the following letter to members of the Advisory Board of The Graphic Arts Victory Committee—and to representatives of all Associations within the Graphic Arts industry:

You are invited to attend a special one-day conference in Washington, to start at 10 a.m. on March 26. This meeting has been called to provide a means whereby the campaigns managers of the various Government agencies can discuss with the Advisory Board and other members of the Graphic Arts Victory Committee methods of working together in the future, to a common end.

The meeting will last throughout one day and should be completed by 5 p.m. We feel that this conference should prove helpful to all concerned, and we hope that you can attend. It is expected that Mr. Elmer Davis, Mr. Augustus Giegengack, and Mr. Gardner Cowles, Jr. will give brief addresses.

We think that it will clarify the objectives of the various Government projects. Since you will play a key role in transmitting this information to other people in your locality, we feel that it is essential that you attend this meeting.

We should appreciate it if you would advise us promptly as to whether or not you can attend.

Sincerely yours,

(s) Ralph E. Shikes

P.S. The Conference will be held in the Social Security Building, Room 1621, 4th and Independence Avenue, S.W.

Approximately seventy-five persons attended the Conference—representing twenty-two cities, fifteen trade associations and ten advertising and trade magazines.

The Report printed in this pamphlet was prepared by a division of the Office of Emergency Management, which carefully covers all Government-Industry meetings. The Graphic Arts Victory Committee publishes this Report for the benefit of the thousands within the Industry who could not attend this important and informative Conference. A most thorough study is recommended.

G.A.V.C.

# Summary

**MEETING:** OWI-Graphic Arts Victory Committee Conference  
**DATE:** March 26, 1943  
**TIME:** 10:00 a.m. to 12:10 p.m. and 2:00 p.m. to 5:30 p.m.  
**PLACE:** Auditorium, Social Security Building, Washington, D. C.  
**CHAIRMEN:** Mr. William B. Lewis, Office of War Information—Morning  
Mr. H. Andrew Dudley, Office of War Information—Afternoon

## PAGE INDEX

	Speakers
12	Mr. Louis Birk, Editorial Division, Office of Civilian Defense
12	Mr. Paul Bolton, Campaigns Manager, Office of Defense Transportation
11	Mr. Earle Buckley, Treasury Department
8	Mrs. Betty Carter, Office of War Information
4	Mr. Gardner Cowles, Jr., Director of Domestic Operations, Office of War Information
13	Mr. Barton Cummings, Office of Price Administration
6	Mr. Augustus E. Giegengack, The Public Printer, Government Printing Office
14	Mr. Herman Hettinger, Office of War Information
13	Mr. Howard Hovde, Department of Commerce
5	Mr. Seymour Morris, Office of War Information
11	Mr. Charles Prins, Information Specialist, Office of Price Administration
7	Mr. Leo Rosten, Deputy Director, Domestic Branch, Office of War Information
14	Mr. Harrison Sayre, Consultant; Office of Civilian Defense, Member Advisory Board of G.A.V.C.
10	Mr. Charles Tyler, Conservation Division, War Production Board
8	Mr. Frederic W. Wile, Jr., Associate Information Service Director, War Manpower Commission
10	Mr. Herman Wolfe, War Production Drive Headquarters, War Production Board

## SUMMARY

**WRITER:** AJ, Minutes and Reports Section, Office of Emergency Management



# CONFERENCE.

## **Purpose of the Meeting**

The conference program covered objectives and functions of the Office of War Information, campaigns of the various war agencies, and ways in which the graphic arts industry can participate in these campaigns.

## **Objectives of OWI and How Advertising Can Help**

"In its domestic operations the Office of War Information is trying to make known to the people, through regularly accepted channels of communication, the facts they need to help them understand the problems of total war," Mr. Cowles said. "Total war is a new thing and is disturbing the habits of every man, woman, and child in the United States," he continued. "Hence the better the public understands what is going on, the better it will cooperate in the war effort. If by doing a better job on the home front OWI can shorten the war by a day or even an hour, its efforts will be distinctly worth while in terms of lives and money saved. The present daily cost of the war, \$250,000,000, will shortly rise to \$300,000,000," he said, "and casualties are going to be very heavy."

Commenting on the varied opinions expressed regarding the way in which OWI ought to develop, Mr. Cowles said that many people thought that OWI should expand into an elaborate organization and set up its own channels for reaching the public. Instead, OWI has come increasingly to feel that its job is to persuade the accepted commercial channels which reach the public with the printed word, by radio, and through motion pictures to pass on to the public the information it must have. "It is OWI's job to get that information into understandable shape so that the advertising industry and its clients will know what must be done. And if they understand what the job is," Mr. Cowles declared, "they will be able to do it ten times more satisfactorily than OWI through an elaborate organization of its own."

**How Advertising Can Help**—As to advertising, which Mr. Cowles defined broadly to include all printed material and the commercial radio, he asserted that he is strongly opposed to a large Government advertising fund, which he termed completely impractical. While OWI has taken the position that no such fund should be created, some Government information problems must be explained in newspaper and magazine display advertising and in printed material going directly to the people. Therefore the Government must turn to

the commercial world to get that advertising. Mr. Cowles expressed his conviction that the commercial world will supply the advertising required if the need is understood and if the Government's information problems are adequately presented.

"In a total war, a war of unlimited liabilities," he pointed out, "everyone has an obligation to put some of his resources in the common pot, to the end that the war will be won and won quickly. OWI is asking all companies doing any kind of advertising to take part of their advertising appropriations and in their own way" (with such guidance as OWI, the Advertising Council, or the Graphic Arts Victory Committee can give) "to explain to the American public some of the difficult home-front problems." Mr. Cowles told the conference that OWI is having great success with this program and that a tremendous amount of advertising in support of the Government's information program is coming out.

Mr. Cowles urged members of the graphic arts industry to persuade clients that the program is sound and that they should, in their own way, use a substantial part of their printed material to help the war information program. "By doing so," he said, "the industry will not only perform a service for the country but will also follow a sound business policy." He called attention to the increase of "pat-on-the-back" advertising now being used by many companies with no goods to sell but desirous of keeping their names before the public. "The feeling has been growing in Washington," he said, "that advertising of this nature should be prohibited, since it uses critical materials and manpower and does not help in the conduct of the war." Pointing out that curtailment could be achieved by a ruling of the Bureau of Internal Revenue disallowing the expense, he suggested that advertising can forestall such a limitation by getting behind the war and helping to solve information problems on the home front. OWI's assistance in helping the industry to persuade its clients to convert to a war program was promised.

**Paper**—Mr. Cowles told the conference that an effort is being made throughout all Government departments to reduce substantially the consumption of paper. Much less printed material will be put out during the coming year. OWI will therefore have to depend more and more on the graphic arts industry and its customers for the printed material needed to get its message to the public.

**Guide**—Mr. Cowles described the "Guide to Essential Wartime Printing and Lithography" as an extraordinarily able job and superior to similar publications prepared by other information media.

**Advertising Council**\*—The Graphic Arts Victory Committee was urged to affiliate with the Advertising Council, now headed by Chester LaRoche of Young and Rubicam. "The Council is beginning to get some results," Mr. Cowles said, and he felt that the Victory Committee would benefit by participating in the program which the Council is laying out for the coming year.

**Over-All Situation**—From surveys and other ways of measuring how the people are feeling and thinking, Mr. Cowles said that he is convinced that the home front is getting into better shape. The war situation generally he believes to be better, considered from the long-range point of view, than the day-to-day news would indicate.

## OWI as Focal Point and Coordinator for Campaigns of All War Agencies

Describing how OWI operates, Mr. Lewis explained that Mr. Cowles, as Director of Domestic Operations, has six deputies to all other Government agencies on the policy and subject-matter level. Whenever any new information problem arises, it comes to OWI through these deputies from the agency concerned. The deputy, upon learning of the problem, gets the appropriate people together if more than one agency is involved, puts on paper the exact information policy to be followed in regard to the problem, and has a written information guide prepared. A program manager is then assigned to the problem from the Office of Program Coordination. With the help of the media bureaus of OWI and the other agencies, the program manager prepares a comprehensive plan and timetable to launch the program through available facilities. When these have been approved by all the parties concerned, the plan is binding on all phases of the information program.

"Meanwhile," Mr. Lewis continued, "the Advertising Council has assigned a task force, which usually consists of a coordinator plus staff members of advertising agencies, to help prepare creative material for the program. Members of the task force also arrange meetings with interested industrial concerns which might support the program. As a result of a recent meeting in Chicago, where information problems connected with meat rationing and black markets were explained, a sum of \$10,000,000 was pledged by advertising men to help the program."

### Activities of Media Bureaus

Mr. Morris told the conference of the various activities of OWI's media bureaus, illustrating his remarks with a slide film, motion pictures, and recordings of broadcasts.

\* The Graphic Arts Victory Committee is cooperating with all groups within Advertising and the Graphic Arts. Although working as an independent and distinct media unit, the G.A.V.C. cooperates with other media units, The Advertising Council, The Advertising Federation, The Direct Mail Advertising Association, the local Advertising Clubs, the Industrial Advertisers Association and all Associations within or related to the Graphic Arts Industry, as well as the Trade Unions in the field.

**News Bureau**—The News Bureau issues some 250 news releases weekly, covering topics of varying significance. Releases of major importance go to 1,867 daily papers with a total circulation of 41,400,000. These papers, it is estimated, go into 26 million homes and have a potential readership of 65 million. The varied handling accorded releases was illustrated by slides showing news stories on WPB's rescission of its no-slicing order on bread, which the Gallup organization estimated were read by 35 per cent of the potential total. Stories are also "reangled" for special use on feature pages. This handling gives an additional estimated cover of 18 million.

**Radio Bureau**—Radio coverage is obtained under a network allocation plan, whereby all network programs carry a regular schedule of Government programs. Listenership averages 90 Crosley points per program. Three campaigns are carried during the week by 105 network shows. "Coverage obtained," Mr. Morris pointed out, "is equivalent to having the eight top shows carrying the same message each week." Informational material on the subjects to be covered is contained in a fact sheet which OWI prepares and sends to the sponsor, the producer, or the director of the radio program, asking him to use the message in any way he chooses.

Under the station announcement plan every station agrees to carry a certain number of transcribed and "live" announcements. Transcribed material is prepared in Washington. Material to be read by the station's announcer is supplied by OWI regional representatives to meet local requirements. Announcements are divided among the campaigns, three per day being allotted to each campaign. Stations have been divided into four groups, each of which gives effective coast-to-coast coverage.

Other activities of the Radio Bureau include a 15-minute transcribed program for use five times a week, which is called "Uncle Sam" and which contains information from various agencies; a special events plan; and background material, which has been sent to some 3,500 writers, producers, and directors who require complete information.

**Publications Bureau**—A Magazine War Guide, sent out monthly to 708 editors and 600 writers, reaches sources with an aggregate potential circulation of 112 million. Slides were used to illustrate the varying treatment accorded material in the Guide. Pamphlets are also published for distribution by mail, through organizations, and from door to door. "The number printed depends upon the expected pick-up of the material by newspapers and magazines," Mr. Morris explained.

**Bureau of Graphics and Printing**—Activities of this Bureau include the issuance of posters. Distribution through mailings has totaled 1,480,000, and several hundred thousand have been posted by Boy Scouts.

**Bureau of Motion Pictures**—"Attendance at motion-picture theaters has increased 30 per cent over 1942 figures," Mr. Morris said, emphasizing the importance of this medium. Weekly ticket sales approximate 90 million, distributed among 50 million different pur-

chasers, the audience which a subject carried in all of the country's 16,000 theaters will reach. Informational material is carried in newsreels, released twice a week by five producers; in 2-minute trailers on special subjects, such as recruitment of women in labor-shortage areas; and in victory shorts, 26 of which will be made during the year by OWI and 26 by the motion-picture industry. The newest OWI short, "Right of Way," dealing with wartime transportation problems, was exhibited to the conference. Other types of material issued by the Bureau include regional shorts and non-theatrical releases.

**Office of Program Coordination**—Through the Office of Program Coordination the cooperation of national advertisers in Government information programs is enlisted. Examples of participation include the Retailers' War Campaigns Calendar, which has a monthly circulation of 150,000 and is paid for by the Retailers' Committee; the William Wrigley Company car cards, estimated to have a daily circulation of 40 million; and the well known New Haven Railroad Company advertisement, "The Kid in Upper 4."

"The Graphic Arts Victory Committee," Mr. Morris pointed out, "is the channel through which voluntary cooperation of local advertisers will be obtained."

## How the Graphic Arts Industry Is Helping The Government Printing Office

"A stoppage of the printing supply to the nation would terminate the war effort in an incredibly short time," Mr. Giegengack told the conference. He added, however, that the commercial printing industry and the Government's facilities are meeting war requirements.

"Demands that were made on the Government Printing Office long before Pearl Harbor were anticipated," Mr. Giegengack said. "A new building was planned, built, and equipped with modern machinery. Its completion and occupancy in January, 1940, came just prior to rapidly mounting demands of all Federal departments, for which the GPO was prepared, having planned for the procurement of materials and the production of gigantic orders. In 1943 the Government will produce printed material to the value of \$60,-

000,000, of which the commercial printing industry will supply \$35,000,000."

Mr. Giegengack explained that the Printing Office has an extensive listing of commercial printing facilities throughout the country, classified as to area in which located, type of equipment, production capacity, and other information. Through this compilation the Office can quickly locate the facilities needed for a given job. Contracts are let through competitive bids in certain areas where delivery will be made and also on a standard-rate basis for such things as forms and training and field manuals.

**Field Warehouses**—GPO field warehouses have been established in New York, Chicago, Atlanta, San Francisco, and Dallas, to facilitate production and delivery of Army and war-agency orders. Duplicate plates on all field and training manuals of the Army are kept in the warehouses, and they are also supplied with certain types of frequently used paper and forms. Supplies of paper needed for emergency jobs, such as printing ration books, are also carried.

**How Industry Is Cooperating**—Praising the graphic arts industry for its cooperation, Mr. Giegengack told the conference of the way in which material on point rationing has been printed. Every month posters with all of the point values will be printed for distribution to post offices throughout the country, as well as in bulk to various associations. Printing is concentrated in New York, Washington, Atlanta, St. Louis, Chicago, Dallas, and San Francisco. When changes are to be made in the point values, copy is wired to printers having contracts for the work, and production must start not later than 8 o'clock the following morning. Press work to the extent of 400,000 impressions must be completed within 3 days. Contracts are also let for addressing envelopes, and a special distribution procedure has been set up in the post offices. The entire job must be completed by the morning of the eighth day after copy is sent out. Since the material is confidential, the entire program is handled under continuous guard. "The fact that no leak has occurred on these announcements is a tribute to the printing industry," Mr. Giegengack said.

He told the conference that heavy demands will be made on the graphic arts industry by the Government this year and expressed his confidence in the industry's ability to continue the excellent record it has achieved.



# AFTERNOON SESSION

## Enemy Propaganda

Describing the job which OWI has in the field called "the enemy," Mr. Rosten said that it is twofold: "(1) trying to assess the picture which the American public is getting of the enemy—what he is, what he stands for, what he is doing; (2) dealing with enemy propaganda. Much of the work falling into the first classification is being done by the press and the radio, in stories from the front, interpretation of the news, and official communiques. In the field of enemy propaganda, however, the Government must take a more active role."

"Propaganda is not going to win the war, either for the United Nations or for the enemy," Mr. Rosten said; "but it can affect the length of the war, the circumstances of victory, and more especially, problems which will confront the post-war world." He described as exaggerated the picture painted in some quarters of Nazi propaganda as a "diabolical and unbeatable weapon."

**What Enemy Propaganda Is**—"Enemy propaganda goes on 24 hours a day," Mr. Rosten pointed out, "chiefly in the things the enemy does and how he interprets what he does. Hitler's speeches, for example, are carried in American newspapers, and he hopes that the news stories and editorial comment will reflect the ideas he is trying to put across. A more important field of enemy propaganda lies in the things the enemy does, trying to keep attention focused on specific points and away from others, creating problems which will divert attention from the spot the enemy does not want watched. These things are considered a part of warfare, a method of hitting at specific targets. Enemy short-wave broadcasts," Mr. Rosten said, "are listened to by very few people in the United States. Most of the listeners are enemy sympathizers and are under the surveillance of Government authorities."

**Success of Enemy Propaganda**—"Enemy propaganda is most successful in its attempts to create confusion and discord among the United Nations and within each country, particularly the United States. Using the slogan, 'Divide and Conquer,' which apparently never fails to have some success, the Nazis are now engaged in an intensive campaign to try to make the Allies suspect each other and to upset their strategy," Mr. Rosten said. "Paralleling this campaign is one designed to cause internal differences within each country, the most notably successful example of which was that used in France."

"The United States seems to offer a ripe field for this type of propaganda," Mr. Rosten pointed out, "because opinions flourish here, regional differences exist, and minority groups are numerous. Tensions which exist in times of peace become maximized in war, and enemy propaganda takes advantage of these tensions. By

intensifying these differences among groups, enemy propaganda can reduce the efficiency of the war effort. One way of counteracting such propaganda is to keep the American people aware of whom they are fighting. If they continue to understand that they are not fighting each other, but Germany, Italy, and Japan, the amount of energy used to fight each other will be reduced. And if the American people realize that there is a distinction between differences of opinion and calculated propaganda that tries to split the country into factions, freedom of opinion will not be damaged but propaganda will be."

**Rumors**—"Specific rumors do not matter," Mr. Rosten said. "OWI has collected and analyzed some 5,000 rumors. So many have been found to be temporary in nature, limited in extent, or stupid that they are not a source of worry. They can be handled by intensifying informational activity in the field where the rumor operates."

**Where the Danger Lies**—"The fact that people continue to be preoccupied with problems that do not have much to do with the war is dangerous," Mr. Rosten declared. "The most important part is to remember who the enemy is and what the fight is about. To forget these things and develop quarrels and factions inside the country is playing into the enemy's hands. The most successful device of propaganda thus far lies in the anti-British feeling, anti-Russian feeling, and in certain quarters, anti-Negro and anti-Jewish feeling," Mr. Rosten said. "While it is not the function of OWI to solve social problems or dictate what the attitude toward them should be, when prejudice of this nature is fomented, nourished, subsidized, and used as a part of political warfare, it becomes a part of the war and a part of war information. And at this stage the Government has to counteract it as a necessary fighting implement and war measure."

"Insofar as suspicion in this country has been raised about the British, the Russians, the Jews, or other groups," Mr. Rosten said, "to that degree Hitler has been helped. The danger lies not only in the immediate impact on the total effort put into winning the war but also in the creation of problems which are not really problems and, even worse, problems which will remain after the war is over."

**Peace Offensive**—"Another broad field of enemy propaganda, in which an enormous amount of money is being spent, is the so-called peace offensive. The enemy always has a number of peace offensives going on," Mr. Rosten said. "They are used by the enemy as a sort of Gallup poll to measure opinion in this country regarding enthusiasm for the war and responsiveness to certain groups or leaders in enemy countries. Whenever the enemy suffers a military reverse, he launches a compensating 'peace offensive,' not to bring the war to an end but to obtain a breathing spell in which to talk his way out of an unfavorable situation."

**How to Meet the Problem**—"While the purpose of enemy propaganda is clear," the conference was told, "the solution of the problem is not simple. Government press releases are not the answer," Mr. Rosten said, adding that he is convinced that the problem must be handled in the community by the people who live there. "That is the way in which democracy works and works best."

**What the Graphic Arts Industry Can Do**—"Above all," Mr. Rosten said, "the graphic arts industry should try to keep before the American public who the enemy is and what the war is about. The printed word, as long as the war lasts, should emphasize that the enemy must be destroyed if the United States as it now exists, in its occupations, homes, faith, and opinions, is to continue. There is no alternative," he declared. "The American world and the Axis world cannot live together by any form of compromise."

"In addition, the printed word can make Americans aware of the kind of mental attack to which they are being subjected." Expressing his faith in the power of words, Mr. Rosten said that the right words, said to the proper people, can be very effective in driving home to Americans the nature of the war and enemy against whom it is waged. He called attention to two advertisements, examples of the type to be used in combating enemy propaganda designed to arouse racial and religious prejudice. One shows a row of crosses with an American helmet in the foreground. The caption reads: "Smith? O'Connor? Epstein? Minelli?" And the text points out that no one knows the name of this American; he lived, fought, and died as an American. The second, which pictures an American soldier receiving a blood transfusion on Guadalcanal asks: "Who saved the life of Private Parker? Mrs. Smith of Cambridge? Mr. MacDonald of Pittsburgh? Miss Martinelli of New Orleans?" continuing through the various racial groups and regions of the country.

## Security Of War Information

"OWI has taken the lead in establishing an inter-departmental committee, known as the Security Committee, to further the program of security of war information," Mr. Dudley said.

"The campaign on security of war information is directed at the enemy and attempts to keep knowledge away from him," Mrs. Carter explained. "While the War and Navy Departments have developed a technique to protect military documents (which includes an effective control system and special training for men who handle the documents), there remains the more difficult problem of locking away in the minds of men the information contained in the documents. The Army and Navy try to teach their men the importance of not saying anything about their activities or knowledge. In this war, however, many people not connected with the armed services have military information, and

OWI has been asked to handle the problem where civilians are concerned."

Although there are legal penalties for deliberate transgressions, Mrs. Carter pointed out, that about the only thing that can be said to loyal Americans is: "Stop and think before you talk. The only approach to the problem, it was decided, is a serious approach. Unwitting and careless offenders have to be shown the dire results of talking about subjects in which the enemy is interested. Using the theme of 'Careless Talk Costs Lives,' the Security Committee has begun its campaign with three posters designed to make the public realize the importance of not talking.

"In making people conscious of the need for caution," Mrs. Carter continued, "OWI does not want to arouse spy hysteria. Although there are fewer spies operating in this country now than during the last war, their technique—piecing together bits of information obtained from various sources—makes caution in casual conversation very important. For it is the remarks of people who do not realize what they are disclosing that form the most important source of the enemy's information. Even information known to many persons should not be talked about," she pointed out, "since it may not be known to the enemy and will not be known to him unless his agents are told of it."

**Campaign Planned**—"The task of teaching people not to talk must be carried on all over the country," Mrs. Carter said. "The campaign planned includes a booklet prepared by OWI for the War and Navy Departments. Beginning March 12, Civilian Defense volunteers are calling at homes throughout the country to deliver the booklet, which contains a personal message from the War and Navy Departments to the families and friends of men in the services. Twelve radio programs will participate in the campaign. The British film, 'Next of Kin,' will be shown late in April and in May in most of the theaters of the country. The Outdoor Advertising Association is putting up 24-sheets in March and April, emphasizing the seriousness of the problem.

"The security message will be brought into the homes of the people during the next few weeks in such a way that local advertisers can participate in the campaign in the community," Mrs. Carter said. "One effective bit of printing is a table tent being distributed through local Coca-Cola bottlers. The CIO American Communications Association has put out a sticker carrying the security message. The national campaign is under way and moving in local communities," Mrs. Carter pointed out; "and whatever the graphic arts industry can do in every part of the country to further the campaign needs to be done."

## Manpower

"A number of campaigns, all of critical importance, are being conducted by the War Manpower Commission," Mr. Wile told the conference. "National campaigns serve only as a background for local operations," he emphasized, "since manpower problems must

be solved on the local level." Pointing out the importance of local information programs in the recruitment and utilization of workers needed in war industry and essential civilian activities, Mr. Wile said that "the resources, facilities, and skills of the graphic arts industry can play an important part in the implementation of local manpower drives. The problem varies from area to area and from time to time," he explained, "and for this reason the Manpower Commission must rely chiefly on local information developments in its efforts to meet particular needs on a voluntary basis."

**Scope of the Problem**—Mr. Wile quoted Mr. Elmer Davis' comment that solution of the manpower problem is never going to be easy and pointed out that the problem will continue throughout the war and perhaps afterward. "The War Manpower Commission," he explained, "was set up by Executive order to mobilize and utilize human resources of the country to aid in prosecution of the war. The Commission must supply manpower and womanpower for the armed forces, war industry, mining, lumbering, agriculture, and the essential civilian activities necessary to keep the home front going. After the workers are recruited, the Commission must see that they are used to the best possible advantage."

**How the Program Is Carried Out**—"With the exception of men drafted for the armed forces under the Selective Service Act, the Manpower Commission is supplying men and women needed in other parts of the war effort under a voluntary system," Mr. Wile pointed out. "Although there has been considerable discussion regarding national service legislation, until there is such legislation, the Commission must rely entirely on the public's understanding the need for shifts in occupations and the utilization of groups who have not previously been in industrial employment. Even under a national service act, the system is essentially a voluntary one," Mr. Wile said, citing Great Britain's experience, where punitive powers have been used only 50 times. He expressed the hope that the objectives of the manpower program can be achieved without national service legislation and said that the powers of advertising can be of the utmost importance in carrying out the manpower program on a voluntary basis.

**Present Situation and Future Outlook**—"So far as it is known, there has been no loss of production because of insufficient manpower," Mr. Wile said. "Thus far the task of supplying the workers needed by the war industry has been easy because there have been large numbers of unemployed to draw upon and also because of conversion of many industries from peace to war operation. From now on the task will be more difficult. To build up the armed forces to the size now contemplated will require about 4 million men between 18 and 37 during 1943, which means the withdrawal from civilian life of about 400,000 a month," Mr. Wile explained. "As the armed forces are increased, demands on production will increase. The Manpower Commission, therefore, has the task of finding replacements for men taken for military service and also of increasing the over-all labor force."

"The supply problem has three aspects: transferring workers, recruiting new additions to the labor force, and providing the requisite training," Mr. Wile said. "One of the most important sources of labor," he pointed out, "will be the people now in industries and businesses which the country can least well afford to maintain in wartime. Many of these people will have to transfer to jobs more useful in the war. Another source of supply will be workers who have retired, while a third source will be people who have never worked. In the third group the greatest number of recruits will be women, many of them housewives, and they will have to be trained. Many workers transferred from one occupation to another will also require training."

**Why the Problem Must Be Solved Locally**—"The real solution of the manpower problem will be found at the local level," Mr. Wile said, pointing out that this fact is not as well known as it should be. "The people living in the crowded war areas must fill the war jobs in those areas," he said, "because by doing so they do not add to the load on housing, transportation, or community facilities." He also pointed out that local labor needs change frequently because jobs are filled, changes in war requirements reduce the number of workers needed, a better system of allocating contracts is put into operation, delivery of materials is slowed down, or because of various other factors.

The Manpower Commission publishes monthly a listing of areas in four classifications according to the conditions of the labor market. In March, 36 areas were designated as having acute labor shortages; in 103 areas, shortages were predicted within 6 months; in 50, shortages were forecast within a year; and in 28, apparently there will be no shortage for some time to come. Mr. Wile emphasized that these groupings change constantly.

**How Local Advertising Fits In**—"Because of the changing local situation and because the problem is squarely up to the people living in the shortage areas," Mr. Wile pointed out, "local advertisers and the industries supplying them can easily take part in the manpower program. While the Commission nationally can urge people not engaged in a war activity to consult their local Employment Service office, it cannot tell everyone throughout the country to get into a war job right away, since the need is not equally distributed. Where the need exists in a given area, however, an intensive local information and advertising program can be undertaken."

Speaking of a campaign conducted in New Britain, Conn., one of the most stringent labor-shortage areas in the country, Mr. Wile cited it as an outstanding example of what printing can do in the manpower program. "Under the leadership of the Chamber of Commerce a campaign was worked out to mobilize and utilize local labor. The campaign used folders, posters, direct-mail material, 24-sheets, and space advertising and produced excellent results," Mr. Wile said. He told the conference that the "surface has only been scratched in the type of printing promotion that can be used to help solve the manpower problem in the local



community. Every conceivable device that the industry is familiar with and uses in its normal business practices can be applied to this problem," he said, describing it as "one of the toughest selling and advertising jobs that have to be done. The problem cannot be handled in a single newspaper or radio announcement," he pointed out. "Constant reiteration is necessary to explain the need, to develop a sense of urgency, and to impress upon people that they can make an important contribution to the winning of the war in their own home towns."

**Where to Get Information**—"Where a recruitment program is necessary and advertisers wish to participate, the necessary background information may be obtained from local and regional officials of the Manpower Commission. While the Washington office cannot supply the information," Mr. Wile said, "it will direct inquiries to the nearest local WMC office." He explained that the Manpower Commission has decentralized its administration, Chairman McNutt having delegated extensive authority to 12 regional directors, who in turn have given authority to area directors. "Every important industrial area in the country will soon have a WMC area office," he said, "and in communities where there is no area office, the key WMC official is the manager of the U. S. Employment Service. These officials have facts on manpower needs," Mr. Wile said, pointing out that there are 101 different needs on which information is available from local officials.

## Production Incentive

"The War Production Drive Headquarters of the War Production Board was organized to keep management and labor aware of their responsibilities in the war," Mr. Wolfe explained. "Under its auspices some 2,000 labor-management committees, covering over 4 million workers, have been formed to carry out the plan of increasing production by making every individual engaged in war work conscious of his stake in the war. Committees operate in plants which have recognized labor unions and those which do not," Mr. Wolfe said, "and the program has been successful in both types." He emphasized that the committees have nothing to do with any collective bargaining matters that may come up. The Drive Headquarters provides the committees and other interested individuals with various ideas, guides, recommendations, and materials to carry on the program.

**Subjects Suggested**—Commenting on some of the problems which might be handled under a production-incentive program, Mr. Wolfe said that printed material will shortly be available on absenteeism. It will explain how to find out the rate of absenteeism and how to go about solving the problem in the community. Posters, placards, streamers, labels, and other printed devices to use in a campaign to reduce absenteeism will be available. Committees are also working on safety and health programs, seeking ideas and suggestions from workers. Tool conservation and production efficiency are other suitable subjects. A war-bond drive con-

ducted by the Treasury Department in the rubber industry also proved effective as a production incentive. Mr. Wolfe advised that the subject of labor relations be treated carefully.

**Type of Treatment**—"Numerous plants are producing their own incentive material," Mr. Wolfe said, commending the practice. "Material produced locally is much more applicable to an individual plant or community than that coming out of Washington. The latter," he pointed out, "must try to cover every type of craft and industry and may frequently be too general to be effective in particular localities. Printed material directed to workers," Mr. Wolfe advised, "should be of the type that gives a pat on the back plus a good healthy shove. People must be told that, in the main, they are doing a good job but that a better job is needed. The development of some simple device, like the Treasury's Minute Man, that bears upon the question of labor-management cooperation and emphasizes the drive in war production would be very useful." He suggested that printed material avoid implying that workers are not doing their part.

## Conservation and Salvage

"Conservation is one of the most vital problems of the war and offers many opportunities for graphic presentation," Mr. Tyler told the conference. "Conservation activities fall into five classifications," he explained: "salvage, care of consumer goods, care of industrial equipment, simplification of designs and models, and substitution of plentiful materials for scarce materials."

**Salvage**—"Salvage comes from both industry and the home, but printed material is used chiefly in appeals to the home. Consumer campaigns have been conducted on iron, steel, copper, brass, bronze, and tin cans," Mr. Tyler said, "and there will be a great deal more activity along these lines. Generous advertising support has been accorded the campaigns by private industry."

**Care of Consumer Goods**—"The care of consumer goods is a new field of activity for the Government and is still in the development stage. Industry, however, has done a great deal through bulletins and leaflets," Mr. Tyler said, "particularly with respect to household durable goods." Pointing out the magnitude of the task ahead and the opportunity to work with graphic media, he suggested that campaigns be built around such slogans as "Make It Last" or "Get the Last Bit of Mileage," since so many articles in use today cannot be replaced for some time to come.

**Industrial Equipment**—Discussing the care of industrial equipment, Mr. Tyler said that the Government will probably undertake a program on the conservation of cutting tools. The Tools Division of WPB has estimated that if breakage of these tools, many of which are being used by inexperienced workers, can be reduced 15 per cent, a saving of \$75,000,000 will be

effected. Such a campaign would lend itself to posters, booklets, and educational material and would also open up a broad vista of appeal for conservation of other equipment.

**Simplification**—"An example of the use of graphic media in a simplification program was drawn from the bicycle industry. The industry was asked to reduce its 40 models to one for women and one for men," Mr. Tyler explained. "The Shelby Manufacturing Company seized the opportunity to call attention in its advertising to the saving in critical materials and manpower needed in the war effort."

**Substitution**—"Posters and booklets pointing up the whole problem of substitution have been issued by the Disston Steel Company, manufacturers of saws," Mr. Tyler said.

## War Bonds

"In bond-selling campaigns the Treasury Department has concentrated on direct-mail solicitation," Mr. Buckley said. "From 1935 to 1941, baby bonds were sold almost exclusively by mail. Material used during that period included letters signed by the Secretary, booklets, and order forms. Millions of these mailings were made, and bond sales arose from \$134,000,000 in 1935 to \$3,000,000,000 in 1941.

"Series E, F, and G bonds were brought out in 1941, and the Treasury began an intensive selling drive, not only by mail but through an appeal organization, set up to establish personal contacts all over the country. Various direct-mail devices were tried," Mr. Buckley said, "some 50 different types of tests being made. Six million pieces of mail, both in test and volume mailings, were sent out. Material used was finally narrowed down to a letter, order form, and folder of a much less expensive type than that originally used.

"Direct-mail campaigns still play an important part in the bond program," Mr. Buckley said. "Last year 150 million pieces of advertising material were printed for this purpose."

The following procedure was suggested for members of the graphic arts industry interested in helping clients to participate in the direct-mail sale of bonds:

1. Write to the War Savings Staff of the Treasury Department for basic factual material, which will give the background information necessary to answer technical questions that may arise.
2. Obtain from the War Savings Staff its clip sheet of up-to-date information on the war bond program.
3. Also ask for the mat and cut service sheets, which list the illustrative material available for use in direct-mail work, house organs, trade journals, and booklets.

"Many people want to help in the Treasury's bond-selling program," Mr. Buckley said, "and the graphic arts industry has an excellent opportunity in this field." He emphasized the necessity of increasing bond sales and pointed out four potent sales arguments: (1) War

bonds help defray the cost of the war. (2) They are backed by the full faith and credit of the United States Government. (3) They help to stave off inflation. (4) They will help to provide post-war security.

## Rent Control

"During the past 12 months rent control by the Federal Government has been extended to 355 areas in all parts of the country," Mr. Prins told the conference. "Population in these areas totals 80 million people, of whom some 55 per cent live in rented dwellings. About 11½ million apartment houses, detached dwellings, dormitories, boarding houses, and trailers have been registered and are under the rent-control program." Commenting on the success of the program, Mr. Prins said that while cost-of-living items other than rent have advanced 11.5 per cent since Pearl Harbor, rents have gone down .4 per cent. The rent-control program is estimated to have saved the American people one billion dollars.

"Because the program has been successful, a certain sense of smugness on the part of the public is apparent," Mr. Prins said. "There is, however, an organized opposition to rent control, small but very vocal and difficult to combat." Pointing out the necessity of stabilizing a basic commodity like rent if over-all price stabilization is to be effected, Mr. Prins told the conference that the public must be reeducated to the necessity of rent control and must be kept constantly aware of its importance.

**Opportunity for Use of Graphics**—"This educational phase of the rent-control program offers excellent opportunities for the use of printed material," Mr. Prins said. "One of the best markets for it is the personnel office of large war plants, which must recruit workers and keep them on the job. Since high rent is a prime reason for high rates of turn-over and absenteeism, personnel directors are interested in effective rent control. They try to persuade employees to bring rent problems to the personnel office, rather than to handle them individually; and they will use pay-envelope stuffers, posters, and other printed devices to sell the idea to employees," Mr. Prins pointed out.

"Another prospect for printed material is the owner of rented property. OPA is starting a national advertising campaign, in cooperation with real estate boards, to point out to the public the necessity of not doing things which make repairs necessary. The campaign will emphasize the importance of keeping property up to keep rents down. Rented property in the country is valued at 80 billion dollars," Mr. Prins said, "and minimizing its rate of deterioration is an important part of the rent-control program."

**Where to Obtain Information**—Background material and suggestions for local campaigns may be obtained from area rent directors in each of the 355 areas where rent-control has been established. Mr. Prins complimented the Graphic Arts Victory Committee on the material relating to rent control in the "Guide."



## Transportation

"Excellent results have already accrued from the Graphic Arts Victory Committee's manual, 'How to Conduct Your Convention by Mail,'" Mr. Bolton said. "The United States Chamber of Commerce bought a large number of copies for distribution to trade associations and other groups, and the Department of Commerce is distributing the booklet through its field organization to important groups throughout the country. During the war period, when transportation is not available, printed material of this type can be used to achieve the cohesiveness necessary in a widespread business organization," Mr. Bolton pointed out.

The load on all types of transportation will be increasingly heavy from now to the end of the war, the conference was told. There will be a continuous need to avoid the wasteful use of carrier equipment and to practice conservation. Mr. Bolton cited the U. S. Truck Conservation Corps campaign as an excellent example of the way in which an industry, with the aid of the printing craft, can effectively carry out a Government program. He referred members of the graphic arts industry to the "Guide" for information concerning transportation programs and material available to advertisers wishing to participate in these programs. "Copy requiring clearance, such as that dealing with a distinctly new transportation problem, will be handled promptly," he said. "The Office of Defense Transportation is eager to cooperate with advertisers by furnishing factual material for adaptation to the local situation. Proper presentation of the program at the local level," Mr. Bolton pointed out, "will make men in retail stores and those engaged in jobbing and distributing activities aware that they are doing something to help win the war."

## OCD and V Homes

"The Office of Civilian Defense," Mr. Birk explained, "does two things: (1) initiates and promotes programs for wartime protection of civilian life and property; and (2) mobilizes the entire civilian population for participation in the war effort, in every way that civilians can take part."

As an instance of the first type of activity, Mr. Birk said that OCD, through local Defense Council Volunteer offices in more than 12,000 towns and cities, enrolls air-raid wardens, volunteer fire fighters, nurses aides, and members of 17 other Defense Corps units to protect the population, cities, and industries against the effects of air attack and certain types of sabotage. Volunteers also, when called upon, can help reduce suffering and damage sustained by reason of disasters other than those caused by the enemy, such as floods or serious fires. Some of these responsibilities are carried out in close cooperation with the Army, the Red Cross, the Department of Justice, and other Government agencies; but the primary responsibility for carrying them out rests upon the Office of Civilian Defense, the State and

local Defense Councils, and, ultimately, upon the 6 million volunteers in the U. S. Citizens Defense Corps.

"Most Government war agencies share OCD's assignment of civilian mobilization," Mr. Birk pointed out. "In working for and with other Government agencies, it is OCD's function to provide the 'leg work,' an assignment which it carries out through another group of volunteers, the U. S. Citizens Service Corps, numbering about 5 million. These volunteers undertake any kind of community war activity. They collect salvage, make housing surveys to find rooms for war workers, sell war bonds, and form car-sharing clubs. While the volunteers are enrolled through the Defense Councils, they are set to work on programs which originate through other Government agencies. For example, the Office of Defense Transportation encourages and plans the formation of car-sharing clubs to save rubber and gasoline. The Defense Council promotes this program by assigning its volunteers to form neighborhood car-sharing pools."

**How the Printing Industry Fits In**—"Civilian defense, in all of its ramifications, calls on the printing trade for a tremendous amount of job printing and work in the field of graphic arts, including posters, signs, lay-outs, pamphlets, and even books," Mr. Birk said. He exhibited several types of printed and graphic material produced by local firms in various parts of the country for private industries and nongovernmental organizations. One publication, prepared by the Kemper Thomas Company of Cincinnati, which makes calendars and advertising specialties, is entitled "Victory on the Home Front" and covers such topics as blacking out the home, first aid, salvage, and the danger of rumor-mongering. "The copy," Mr. Birk said, "was sent to OCD for approval, and the publication bears the legend, 'Reviewed and Passed by the U. S. Office of Civilian Defense.'" Another exhibit, prepared by General Mills, Inc., helps to publicize national programs in the field of food conservation, salvage, and wartime home economy. Mr. Birk pointed out that the individuals and corporations responsible for the material exhibited have taken care to keep their advice to the public in line with the broad recommendations made by the Government.

**V-Home Campaign**—"The V-Home campaign envisages the placing of stickers in the windows of American homes," Mr. Birk explained. On the sticker are five pledges, having to do with protective measures for the home, conservation of food and other vital materials, salvage, the danger of rumors, and the purchase of war-savings bonds and stamps. Publications explaining the plan in detail may be obtained from OCD.

Mr. Birk exhibited various types of advertising to show how private industries are participating in the campaign. More than a dozen large-circulation magazines will carry material in March and April, radio programs are scheduled, and the Graphic Arts Victory Committee's pamphlet points out how direct-mail can contribute.

**Suggested Uses of Printed Devices**—"Through local and State Defense Councils and through OCD regional offices in the nine Army Corps Areas the graphic arts

industry may obtain help in preparing leaflets, pamphlets, brochures, or other material on any topic of vital interest to the war effort," Mr. Birk said. He suggested that sample lay-outs be prepared to show local merchants, manufacturers, and public utilities how they can use printed items, for distribution through their own channels, to serve their communities and get the war message to the American home. For example, handbooks on "How to Grow Victory Gardens" might be sponsored by seed companies, hardware stores, canneries, and farm equipment concerns. Pamphlets on car sharing, indicating the necessity for regular repair service, could be issued by automobile repair shops, filling stations, and bus and trolley lines. "A complete breakdown of the application of the V-Home campaign to the business which printers can secure and thereby help in the war effort will be furnished to the Graphic Arts Victory Committee by OCD," Mr. Birk said.

**Other Aids Available**—"Mats and glossy prints of photographs suitable for use in material promoting each of the five V-Home points may be obtained from OCD on individual request. Printed materials should also be available through local and State Defense Councils," Mr. Birk said. He suggested that secretaries of the Graphic Arts Victory Committees in the various cities work in close cooperation with the Defense Council in preparing printed materials and in securing sponsors for advertising.

## Wartime Business Clinics

"The United States Department of Commerce, which is charged with promoting and fostering domestic trade, has two war programs of interest to the graphic arts industry," Mr. Hovde said. "The wartime business clinic is a device for bringing together business people interested in common problems created by the all-out war effort. The purpose of the clinic is to help business men work out for their own firms the best possible adjustments to wartime business conditions. The second program deals with the organization of the community to help win the war and improve business in the locality." It is fully described in the Department's publication, "Small Town Manual for Community Action." Complete information on the clinics and the procedure to be followed in organizing and conducting them is contained in another publication, "Community Wartime Business Clinics."

"The business clinics cover all types of meetings, and all types of printing can be used in connection with them," Mr. Hovde told the conference. In Philadelphia, for example, 2,000 people attended a meeting because of a pamphlet. Window posters, printed locally at the expense of a local group, were used to announce new store hours as part of a retailer's economy program for victory. In Seattle, package inserts, folders, and

similar material were used by local business men to explain certain phases of the war effort at the local level.

"Some 450 towns have adopted the community program," Mr. Hovde said. "They range from small towns to a metropolis like Miami. Within the procedure described in the manual for making business better at home," he said, "there are many opportunities for the use of graphic media." He suggested that the industry consult Department of Commerce field offices, of which there are 29 throughout the country, for assistance in planning programs and for material to use in connection with them.

## Rationing and Price Control

Rationing programs under the direction of the Office of Price Administration are in four groups, Mr. Cummings explained. The food-rationing program covers coffee, sugar, meats and fats, and processed foods. In the field of transportation there are gasoline rationing and tire inspection. In addition, OPA co-operates with OCD and ODT on car-sharing programs. Another program covers the rationing and conservation of fuel oil. The fourth program, in the field of wearing apparel, covers shoes. Publications of interest to advertisers wishing to participate in these programs are: Red Stamp Point Rationing Handbook for Advertisers, Admakers Handbook for Point Rationing, and Admakers Handbook for Tire Inspection.

**Car Sharing**—"A handbook will soon be issued on car sharing," Mr. Cummings said. "An appeal will be made for national advertising support in the campaign to save rubber during June, July, and August, when 50 per cent of the rubber consumed by passenger automobiles is used. Local advertising support will also be necessary."

**Local Boards**—Another campaign which OPA is preparing to launch and for which both national and local advertising support is important is one on local wartime price and rationing boards. Mr. Cummings pointed out that members of these boards, who donate their services, are frequent targets for criticism. The campaign will explain the work of the board and praise the contribution which board members are making. A handbook for advertisers is now being prepared.

**Price Control**—"New price formulas are coming out very soon," Mr. Cummings said. "Material concerning them will be made available shortly through the Victory Committee. They are believed to be more agreeable to business, in general, than present formulas."

**What the Industry Can Do**—Mr. Cummings urged the graphic arts industry to solicit local merchant support of the OPA programs. "Some of the material put out has not been good," he said, "and pamphlets, posters, and car cards explaining the programs are needed."

"Information and material may be obtained from the Graphic Arts Victory Committee, from local boards and local OPA offices; and from OPA and OWI in Washington. Many local advertisers do not know what to do," Mr. Cummings said. "In supplying information and other assistance, OPA expects the graphic arts industry to persuade these advertisers to put out the kind of material that is needed for OPA programs."

## Nutrition and Food Situation

"The principal phase of the food campaigns in which the graphic arts industry can be of help is that dealing with nutrition," Mr. Hettinger told the conference. "Eating the right amounts of the right kinds of food in wartime becomes a matter of almost patriotic duty," he said, "since nutrition affects physical stamina, mental alertness, productive capacity, and morale."

"The first objective of the campaign is to impress the public with the importance of individual physical fitness, which is necessary if everyone is to put the maximum effort into his share of a total war. Nutrition is also important in maintaining a healthy population and relieving the strain on medical facilities," Mr. Hettinger pointed out. "Most important of all, food is being used as a weapon to shorten the war; and the more food used for this purpose, the more difficult and the more important becomes the individual's task of adjusting his eating habits to war needs."

**Four-Point Program**—While civilians are equal claimants with the armed forces and the allies for the available supply of food, Mr. Hettinger pointed out that war requires a change of eating habits. Since many people do not know what should be done, and since certain unfamiliar foods will be coming into use, there is a difficult educational job to be done. The national nutrition program will (1) explain the importance of nutrition in wartime; (2) tell what proper nutrition is and how to attain it; (3) indicate how proper nutrition can be attained under rationing and local supply conditions; (4) emphasize proper nutrition in industry and among workers, with particular stress on adequate breakfasts and lunches.

**How the Campaign Will Be Conducted**—"The nutrition campaign will be handled like other Government campaigns," Mr. Hettinger said, "and will use the press, the radio, posters, and other media. The Advertising Council has prepared plans for extensive cooperation of national advertisers, the campaign being built around the seven basic groups of foods which should be eaten daily for health. A retail promotion tie-in can be made through cards for retail stores to indicate which foods are in each group," Mr. Hettinger pointed out. "The stores can feature specials for each group and assist the shopper to get a balanced diet from the available local supply of foods. There are many other ways in which printed devices can be used locally in the program, which is expected to have wide

national advertising support. Kitchen calendars, meal planners, menus, and leaflets and folders explaining the seven basic food groups are some of the possibilities. Every industrial plant in the community is a prospect for printed material on nutrition, for use in the plant and for distribution to employees. Retail groups also are excellent prospects, and local nutrition committees, working with local civilian defense groups, will require various types of promotion assistance, out of which other opportunities may be developed."

## Wartime Education

Mr. Sayre spoke of the necessity of getting into operation an adult education movement that will enlist the initiative and imagination of the entire American public in the task of winning the war. War hit the country quickly, he pointed out, and most people have not thought through their own relationship to the broad objective of victory. As a result, many people feel confused and disturbed. The job of explaining the various phases of war activity and of integrating all the different types of work can be done best through local campaigns. And the place where integration can show itself most quickly is on the printed page.

**How to Proceed**—Exhibiting a war directory prepared for his own community, Mr. Sayre recommended that similar directories be made up to show the local offices of various Government war agencies and nongovernment organizations engaged in war-related activities. "The second step in the educational program," he said, "is to get the cooperation of the local Defense Council and set up within its organization a committee on education and information. The next step is to bring in some of the important groups in the community whose cooperation is necessary to success of the program." He pointed out that the United States Chamber of Commerce is organizing a post-war planning committee and suggested that a meeting of the community's business executives be arranged with Chamber of Commerce help. Publicity directors of local industries are the men whose cooperation will make funds available for advertising.

"Some elements of the total war program are not well organized," Mr. Sayre said. "Part of the job of an educational campaign is to discover people in the town who will get behind such things as recreation, housing, and nutrition programs."

"An excellent beginning in marshaling information on war programs has been made in the 'Guide,' issued by Graphic Arts Victory Committee," he pointed out, "but the task of translating the vision in the 'Guide' into reality in communities all over the country is a tremendous one. Winning the war and achieving the objectives for which the Nation is fighting are part of the job of every industry in America, however; and if the graphic arts industry can help persuade other industries to take a broad view of their responsibilities in the war education program, it can be put into operation and carried to a successful conclusion."



# Conclusion

Following the close of the official OWI Conference, the Advisory Board of the G.A.V.C. held a short, late-afternoon business meeting, with National Chairman A. G. McCormick of Wichita in the chair.

All past work of the temporary Executive Committee was approved—and the committee was instructed to set-up a permanent organization and to incorporate.

The following persons are now responsible for the day-by-day operations of the Graphic Arts Victory Committee—

## *Honorary Chairman*

Hon. A. E. GIEGENGACK  
The Public Printer  
of the United States  
Washington, D. C.

## *National Executive Chairman*

A. G. McCORMICK, JR.  
McCormick-Armstrong Co.  
1501 East Douglas Avenue  
Wichita, Kansas

## *Chairman of Local and Regional Committees*

R. REID VANCE, President  
Graphic Arts Trade Assn. Executives  
30 East Broad Street, Columbus, Ohio

## *Secretary*

ERNEST F. TROTTER  
Printing Magazine  
41 Park Row, New York City

## *Managing Director*

HENRY HOKE  
17 East 42nd Street, New York City

## *Chairman Planning Committee*

RICHARD MESSNER  
E. E. Brogle & Company  
52 East 19th Street, New York City

## *Chairman Speakers Committee*

JOHN J. MAHER  
John Maher Printing Co.  
Chicago, Illinois

## *Finance Committee*

HARRY A. PORTER, Chairman  
Harris, Seybold, Potter Company  
4510 East 71st Street, Cleveland, Ohio

GEORGE WELP  
International Printing Ink Corp.  
75 Varick Street, New York City

EDSON S. DUNBAR  
Crocker-McElwain Company  
Cabot Street, Holyoke, Mass.

W. ARTHUR COLE  
Managing Director  
Photo Engravers Board of Trade  
of New York  
60 East 42nd Street, New York City

J. STEWART JAMIESON  
Lincoln Engraving & Printing Co.  
130 Cedar Street, New York City

## *Chairman Distribution Committee*

EDWARD MAYER, JR.  
James Gray, Inc.  
216 East 45th Street, New York City

## *Chairman of Committee on Education*

HARRISON M. SAYRE  
American Education Press, Inc.  
400 South Front St., Columbus, Ohio

## *Publicity Committee*

HERBERT KAUFMAN, Chairman  
General Printing Ink Corporation  
100 Sixth Avenue, New York City

ELLIS T. GASH  
Graphic Arts Assn. of Illinois, Inc.  
105 West Monroe St., Chicago, Ill.

FREDERICK G. RUDGE  
Wm. E. Rudge's Sons, Inc.  
225 Varick Street, New York City

R. B. HUDDLESTON  
American Type Founders Corporation  
200 Elmora Avenue, Elizabeth, N. J.

LOUIS R. BECK  
Harris, Seybold, Potter Company  
4510 East 71st St., Cleveland, Ohio

## *Chairman Research Committee*

CHARLES V. MORRIS  
William E. Rudge's Sons, Inc.  
225 Varick Street  
New York City

Serving also on the Advisory Committee are appointed representatives from most of the trade associations in the Graphic Arts Industry, plus the chairmen of local committees throughout the country.

The work of the Graphic Arts Victory Committee is supported by the voluntary contributions of hundreds of individuals and firms in all branches of the industry.

For its members, the G.A.V.C. has prepared a Guide Book of all essential Victory Projects which can be aided by "printed promotion." Also prepared, are frequent detailed reports on individual projects. For complete information on the work of the committee . . . contact Secretary of Graphic Arts Association in any city, or write to any of the following offices:

# GRAPHIC ARTS VICTORY COMMITTEE

## *Program Headquarters*

17 East 42nd Street  
New York City

## *Regional Committee Headquarters*

30 East Broad Street  
Columbus, Ohio


## *Finance Headquarters*

4510 East 71st Street  
Cleveland, Ohio

## *Midwest Headquarters*

105 West Monroe Street  
Chicago, Illinois





## THE GRAPHIC ARTS VICTORY COMMITTEE

is a cooperative group composed of men and women in all branches of the graphic arts field . . . paper manufacturers and merchants; printing equipment, ink, envelope and miscellaneous supply manufacturers; typographers, artists, printers, lithographers, letter shops, engravers, electrotypers and others.

The Committee has in most of the large cities in the country local branches which supply the government agencies with a "talent pool" to aid in disseminating information of importance in the war effort. Through its contacts in Washington, the Committee gathers facts about the important victory projects of the government and interprets those facts to producers and users of printing and lithography, so that advertising and promotion can gear themselves to the war effort.

GRAPHIC ARTS

VICTORY

*Committee*

## GRAPHIC ARTS VICTORY COMMITTEE

PROGRAM HEADQUARTERS

NATIONAL CITY BANK BUILDING • MADISON AT 42<sup>ND</sup> STREET • NEW YORK

□ **IT'S TOO BAD** that some of the printing facilities of the country are still being used for disruptive and Nazi-inspired propaganda. What can be done to stop all of this . . . and yet not destroy one of the freedoms we are fighting for? For the benefit of those who are interested, we are reprinting an item which appeared in "The Hour" of March 19, 1943. (The Hour is published at 51 East 42nd Street, New York City.)

#### Poems for Hitler

Tens of thousands of copies of scurrilous anti-Semitic poems are being distributed around the country, particularly in war plants, in a special Nazi propaganda campaign to incite animosity against American Jews and thus disrupt our war effort. Some of these virulent Jew-baiting rhymes are in the form of printed pamphlets and leaflets; others are on mimeographed sheets and a number are simply typed, with multiple carbon copies. All spread the familiar Hitlerite canard that the present war was brought about by "World Jewry," and that the Jewish people are now reaping immense profits from it and are shirking every patriotic duty.

A typical poem is entitled "The Official Song of the Kosher Air Wardens." Another, called "The Marine Hymn," which pro-Axis elements are circulating among defense workers in navy yards, concludes with the comment that, after this war is over, "You will find the Jews are ruling you, In Washington's old White House." "America's Fighting Jew" pictures the Jewish people as "setting up black markets in steel and hoarded food" as "the Gentile soldiers go marching proudly by." A poem called "Rejected" is followed by this note: "Copyrighted by Satan & Satan, Inc., Jew York, Jew York." Another, headed "Three Wise Men," ends with this line: "Damned if I don't think Hitler's right."

The Hour recommends that the Federal Bureau of Investigation immediately investigate the printers, publishers and distributors of this new form of pro-Axis propaganda.

□ **HAROLD S. BOWEN**, President of The Bowen Company, 403 Citizens National Bank Building, Norwalk, Ohio, in sending us a sample of his new and excellent designed-by-The-Folks-on-Gospel-Hill letterhead (tied-in with war bonds and stamps) makes this interesting short report.

Direct Mail is my solicitor and salesman—and over the past twenty years we have had excellent results. Norwalk, Ohio has a population of a little over 8,000. I am employing 4 or 5 girls with no male employees or solicitors. Last year we wrote well over \$300,000. in premiums. The Bowen Company is a Regional Agent of The Travelers Insurance Company, Hartford, Connecticut.

#### THE REPORTER

## NEW! POCKET-SIZE MANUAL OF PAPER INFORMATION



Gives you quick answers to these questions:

- What grades?
- What colors?
- What finishes?
- What weights?
- What sizes?

### GET THIS HELPFUL BOOK — FREE!

**IF YOU ARE A BUYER** of printing you will find this new Manual of Paper Information a valuable help and a timesaver.

Its 24 pages, conveniently indexed, contain the detailed story of all Hammermill papers now available under wartime restrictions of paper manufacture.

Whether you are ordering letterheads and envelopes, forms, accounting record sheets, file cards, or paper for your office duplicators, you'll find this book a welcome trouble-saver.

It will prevent you from wasting time specifying grades and colors no longer available. It will help you order sizes that cut economically, in quantities that are handled and shipped economically. Each page contains complete grade information plus a blank column for your own notes.

If you buy the printing for your company, you'll want this Hammermill Manual on your desk. If you are not the buyer, you'll be doing him a favor by calling it to his attention. Mail the coupon today.

Hammermill Paper Company, Erie, Pa

Please mail me, free, the new Hammermill Manual of Paper Information.

Name.....

Position.....

(Please attach to your business letterhead)—RDMA-MAR



□ **MORE ABOUT WARTIME USES OF PRINTING.** In the February *Reporter*, we listed the peacetime uses of printed promotion and that gave a corresponding summary of wartime uses. We received the following *rebutal* from Matthew P. Adams, State Financial Secretary of the Children's Home Society of California, 3100 West Adams Boulevard, Los Angeles.

In "*The Reporter*" which has just come, you enumerate the peacetime uses of printed promotional matter, and among them you put charities, which is a very accurate statement.

Then you come to war-time uses of promotional printing, and you leave charities out entirely. You put in many other types of organizations, but what happens to the charities with the war? Their burden is made greater, they must get increased funds, and if they use direct mail during peace-time to get funds, why shouldn't they use it even more in war-time?

We raise a budget of around \$140,000 in peace-time, and this has gone up because of the war. Our budget is raised almost entirely by direct mail. If we didn't raise it in war-time,—and an increased budget,—we would simply have to go out of business.

I'm just writing this letter to chide you for neglecting to use charities as a

good example of collecting money during war-time through direct mail.

*Reporter's Note:* Mr. Adams, and others, may have missed our point. We meant that *most* of the peacetime uses of printed promotion disappeared with the advent of war. A few remain . . . but working under tremendous handicaps. For the benefit of Mr. Adams and others, we are reproducing below and on opposite page two roughly drawn charts which illustrate the change which has taken place in printed promotion. Social Service solicitation could be rightly classified under Community Action, Civilian Service or Morale. The appeals used during wartime must be entirely different from those of peaceful days.

□ **ANOTHER HORRIBLE EXAMPLE.** One of our poor-copy scouts submits the following as one of the worst examples during March. It's a typewritten, *personal letter* mailed by a prominent laundry organization to those who open new charge accounts.

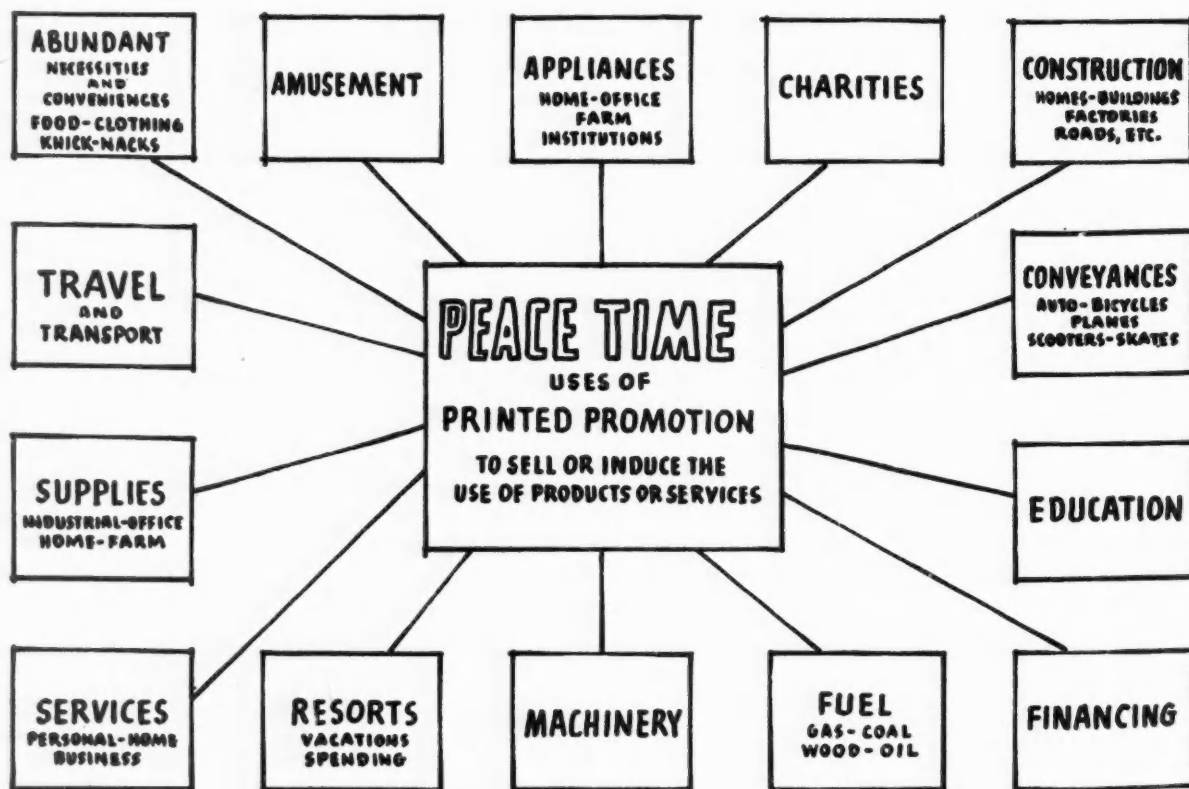
Dear Mr. Blank

Your monthly account is now in operation.

We will render you a statement about the first of each month and will expect payment on the tenth as per your agreement when you filled out the application card. Yours truly, The P— Laundry, Inc. Signed, Assistant Office Manager.

*Reporter's Note:* After all these years of lecturing and after all the good books on letter writing . . . why do people have to be so ungracious?

□ **PERTINENT PAPER FACTS** is the name of a new informative manual written by Dewey Elish and published by M. M. Elish & Co. Inc., 29 Beekman Street, New York City. Price is \$2.00. The guide is intended as an aid for the easy and accurate selection of the proper grade of paper for correspondence, duplicating, advertising and other printing and office uses. We haven't found time to read it all . . . but it has been highly recommended to *this reporter* by several enthusiastic people who like to know all there is to know about paper.



□ **FOR THOSE SELLING THE RETAIL MARKET.** Many, many months ago (right after the outbreak of the war in fact) *The Reporter* urged manufacturers selling the retail field to pay more attention to *doing business by mail*. We've been trying to get good examples, but without much success. We are glad to see the Grey Advertising Agency, Inc., 166 West 32nd Street, New York, tackle the subject in the current issue of *Grey Matter*. *The Reporter* uses "the scissors" very rarely, but we can't resist the temptation on the following item:

**Are Your Mail Orders Increasing?**

Wishful thinking won't induce retailers, accustomed to waiting for salesmen to take their orders, to place orders by mail instead. *Mail order business, in lines that are not too scarce, will be obtained only if it is solicited sensibly.* Considerable number of manufacturers are using new-style catalogs for this purpose. Others are using trade paper advertising. Still others are doing nothing. One manufacturer, for example, who has geographical price differentials is doing nothing because he believes he cannot adequately cover country without getting wrong price list in hands of few dealers. Another manufacturer feels he

cannot adequately present his line in catalog. Of course, these "do-nothing" manufacturers are seeking perfection in day and age when few things can be perfect. Any sales plan that operates today with even 90 per cent accuracy and effectiveness is, very likely, unusually good plan. There is every reason, with so many manufacturers, for seeking to increase mail business. That procedure won't ever be as satisfactory as selling by seasoned sales force—but these are times when something not quite as good is better than nothing at all.

□ **IS THIS THE WAY TO SELL PRINTING?** Our office recently received the following letter from a printing organization:

Gentlemen:

We are interested in securing additional business and to that end would be glad to have you refer some of printing jobs to us.

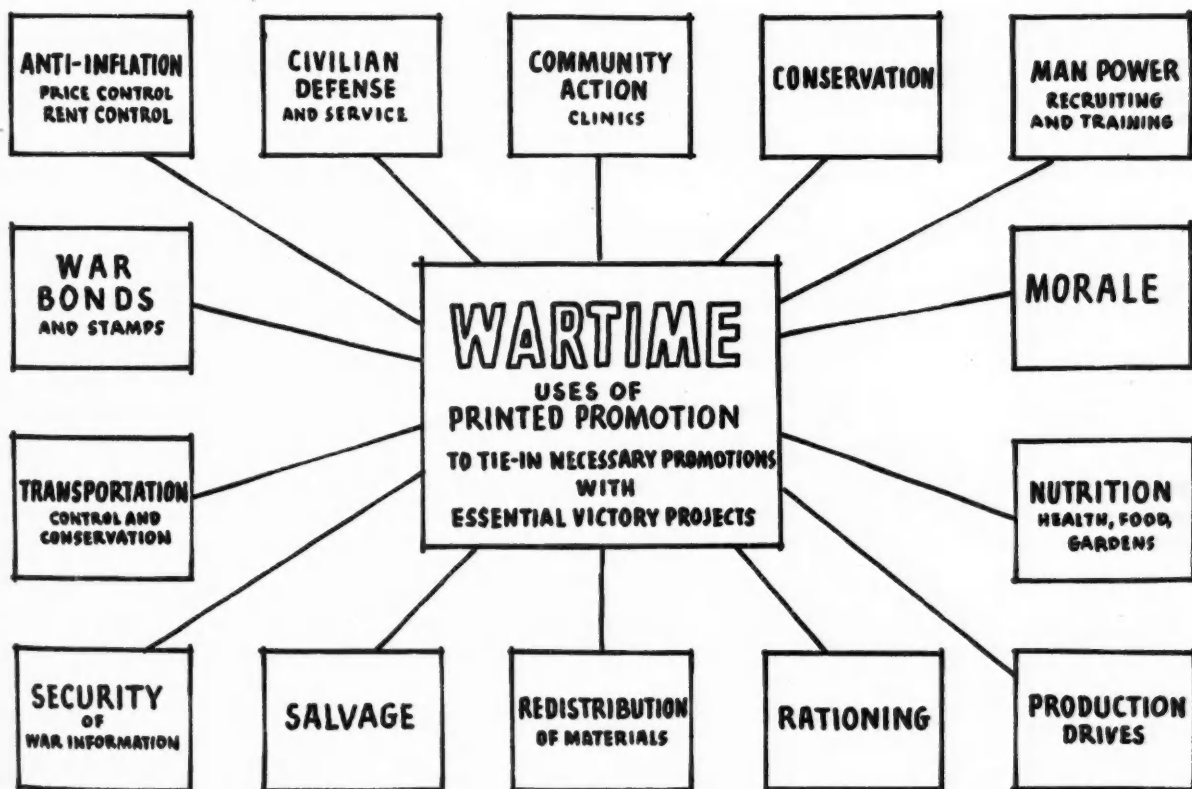
We are a medium sized Plant, with a few automatics (Kelly Mehle Vertical) and many Jobbers from 8 x 12 to 14 x 22; also four Intertypes etc.

Awaiting your response with interest, we are, very truly yours,

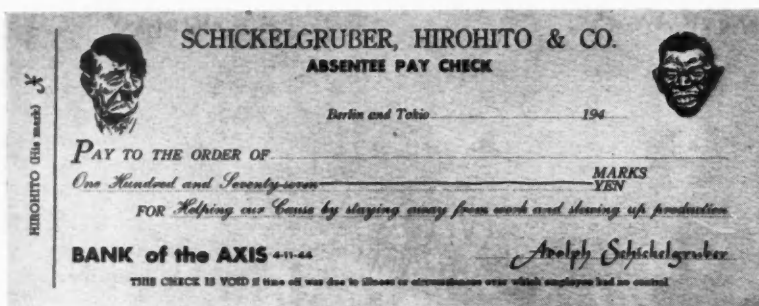
(Signed.)

*Reporter's Note:* "To that end" is prophetic.

□ **FOR THE DURATION.** The Foreign Subscription Section on the list of any magazine tells a sad story. We've watched *The Reporter* list dwindle country by country, old friends by old friends. Even when it was impossible for our foreign subscribers to get money over to us, we wrote that we would continue their names on the mailing list and we would all get straightened around after it was all over. We've done this for many, many months with our good friends in Australia . . . George FitzPatrick, Frank Goldberg, Percy White and others . . . the fellows who have visited us when they came to the United States and who have kept us supplied with information from Australia. But now the foreign list is *definitely* closed for the duration. Word reached us during March that "under present conditions it is necessary to prohibit the importation into Australia of magazines such as *The Reporter* . . . in order to save all available shipping and postal space for the transportation of essential goods." So be it!







Here's another tricky promotion piece being used by the Steel City Electric Company of Pittsburgh, Pennsylvania. It's mailed to the homes of employees who are suffering from absenteeism (we published Steel City's "What The Hell Club" circular in the February Reporter.) We pass these ideas along for what they may be worth. You can use your own judgment.

**□ CONVENTION BY MAIL SITUATION.** As reported last month, the Chamber of Commerce of the city of Miami, Florida, had endorsed the Convention-by-Mail idea and has written letters to the 500 or more convention-holding organizations which formerly held conventions regularly in Miami.

We thought you folks might like to see a copy of this letter, so here it is:

As a patriotic gesture, most national, regional and state organizations have dispensed with their usual convention for the duration of the war. Miami Commends this action on the part of convention holding organizations, for it shows a willingness to co-operate in the war effort by saving transportation, which is such a vital necessity at this time.

The Convention Bureau of the City of Miami is most anxious to assist organization officials in the important work of holding their association together and we hope that you will call on us whenever you feel that we can be helpful.

We recently had called to our attention a plan to hold conventions by

mail. This plan was developed by the Graphic Arts Victory Campaigns Committee and we believe it has some merit as a wartime substitute for the flesh and blood conventions of normal times. It is our understanding that copies of this plan have been or will be sent to every trade organization and convention holding group in the United States. Have you received your copy? If not, drop us a line and we will see that it is sent to you as quickly as possible.

Should your organization be interested in the above plan, the City of Miami will be pleased to cooperate in every possible way in putting it into effect for your organization. We will gladly furnish information, booklets, addresses of welcome or perform any other service within our power. Please call on us.

At any rate, we want you to know we are thinking about you and anticipating the pleasure of entertaining your convention in Miami after victory.

Note: J. W. Power, convention manager, and the City of Miami are to be congratulated for their broad-mindedness and for their helpful attitude.

**□ ANOTHER PRIZE BOOK.** We felt sure that on account of restricted sales campaigns, Belnap and Thompson, Inc., 309 West Jackson Boulevard, Chicago, Illinois, would not produce a 1943 version of their famous series of prize books. But we were wrong. Along in March came a sample of the 36-page wartime version. The *Esquish* cartoons are missing. There are no stories containing sales pep-er-upers. This year's version is down to wartime essentials and is called the "Home Front Prize Award Book." It lists more than 500 desirable and available prizes in clothing, furniture and essential home commodities. Its use is recommended for any of the following activities:

1. Sales campaigns.
2. Awards to salesmen for finding ways to cover territories in spite of gas rationing, etc.
3. Awards to plant workers for perfect attendance.
4. Awards to Plant workers for Suggestions.
5. Awards to employees in the Armed Services.

A sample may be secured without cost by sending a request on your company letterhead.

Lewis Kleid, formerly of Mailings, Inc., New York City, is managing to keep his friends entertained and informed . . . with his breezy mimeographed reports from camp. His March 28th news letter is numbered 13. He is coming down the home stretch in his officers training school. At the end of the war, those reports compiled together would make an interesting book. But maybe Lewis is already thinking of that.

## GET CASH WITH ORDER with

# CHECKVELOPES

ORDER BLANK  
BANK CHECK  
REPLY ENVELOPE  
*All In One*

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.  
Ask for samples.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

□ **THE SCISSORS AGAIN.** We just can't help using the scissors on an item which appeared in the March issue of the syndicated house magazine distributed by letter service organizations throughout the country, "The Postage Stamp." Our copy reached us from Globe Mail Service, Inc., 150 West 23rd Street, New York City. We are always interested in good letters . . . and this item is about a letter which deserves a place in the permanent archives of *good letters*.

#### "I'll Do What I Can"

Try reading this without getting goose bumps. It was first published in *Woman's Home Companion*. It will be in many another magazine before it is forgotten.

An American soldier in Australia writes to a five-weeks old son whom he has never seen:

"Dear Son:

"Though you are five weeks and three days old the cable telling me about you has just arrived and today, for me, is your birthday and I can be a father in earnest. You see, you had us guessing whether you'd be a little boy or a little girl so all the ruffstuff I've been thinking will be discarded for real man-talk. I've so many things to tell you even if we are thousands of miles apart.

"You'll forgive me, I hope, for not being on hand to welcome you but a lot of other Americans and I have a big job to do before you and I can take time to go fishing, tell stories and raise a pup.

"By the way, I'm mighty glad your mother has a man in the house now—she's been needing you. You're not too young to be told that you have a big job too: keeping Mommy smiling till I get back. Believe you're just the man for the job too. Girls are funny, son, and Mommy is a little sentimental but she's pretty wonderful, as you already know. However, don't get any ideas that you're top man—I saw Mommy first and you're there to protect my interests.

"I'd like to show your mother this wonderful country—friendly people, our kind of outdoors, horses, dogs and trout streams through green pastures. And animals you'll never believe—kangaroos, wallabies, kookaburras, parakeets, and strange people, too—fine handsome black men with fuzzy hair.

"Seems strange here on the other side of a troubled world to be writing to you, little fella, and I've known you a long time even if I am so far away. You're a wonderful dream of Mommy's and mine so grow pink and dimpled and get acquainted with your brand-new world and I'll do what I can here to keep it free and fine and decent for you. Be a good soldier. I'm mighty proud to be able to sign this

"Lovingly,

"Your Dad."

□ **SPECIAL WARTIME ADVERTISING CATALOG.** The Standard Accident Insurance Company, Detroit, Michigan, has just mailed to its agents a special Wartime Edition of its catalog of advertising and sales helps, which was first made available to Standard agents in 1940 and, as in past years, is virtually a guide to increased sales through advertising. It contains many suggestions for developing business in wartime through the use of the various forms of advertising, and particularly direct mail. Listed in the catalog are over 100 separate pieces of direct mail including folders, inserts, blotters, self-mailers and other forms.

*"Today, advertising, and particularly direct mail advertising, is a vital means of communication with prospects and clients because of curtailed transportation and inability to contact the public as freely as normally.*

"Right now is an excellent time to use the mails to assist you in soliciting your prospects and clients on 'miscellaneous lines'—personal accident and liability, burglary and robbery, fidelity and surety coverages, and other forms. A systematic program of mail selling such as we are recommending to you from time-to-time will develop

interest in your coverages—warm up the prospect before your personal or telephone call. It will save time, rubber and gasoline."

Concerning the portfolio of Sales Letters offered to Agents, the catalog copy reads as follows:

#### Effective Sales Letters

When you need a sales letter to send to your prospects for automobile, burglary, plate glass, etc., you will find this portfolio a helpful aid. Here are nearly 100 sales letters covering practically every line which this company writes—good, useful, hard-hitting letters that will bring results. Almost any letter can be adapted to your local need with a few slight changes and typed on your letterhead and signed by you personally, then put in the mail as a first step toward a sale. The portfolio includes many helpful suggestions on the use of the letters in building up your Casualty and Bonding business.

Standard has always done a bang-up Direct Mail job. This war year is no exception.

•  
**FOR VICTORY  
BUY WAR BONDS AND STAMPS**

## "Orders Are Pouring In"

### An Ahrend Client Writes:

"You will be happy to know that our mailing piece is a huge success.

"The attractive appearance of the folder and the excellent copy have been complimented by every one. More important, it is bringing wonderful results. Orders are pouring in. In an effort to fill them with our usual promptness, our facilities are being taxed to the utmost.

"You people are doing a splendid job and I am more than pleased to sing your praises."

— — — MFG. CORP.

(name on request)

**Results count. Ahrend Direct Advertising, today more than ever in our 51 years' experience, is bringing results in sales and good-will.**

**Today—consult with an Ahrend account executive without obligation. It's OUR business to help you solve YOUR problem.**

## D. H. AHREND Co., Inc.

A Complete Direct Advertising Agency

52 DUANE STREET

NEW YORK

WOrth 2-5892

□ **CONGRATULATIONS . . .** to the *International Association of Display* with Headquarters at 855 Elm Street, Manchester, New Hampshire, for their patriotic action in cancelling their annual Convention. It's a privilege to be able to print letter sent to ODT Director Eastman by Ray Parks on March 31st, 1943.

Mr. Joseph Eastman, Director  
Office of Defense Transportation  
Washington, D. C.

Dear Mr. Eastman:

We know you will be interested to learn that the International Association of Display has cancelled dates and preparations for conducting our Forty-sixth Annual Convention and Exposition, June 1943. This decision was made in a spirit of patriotism and respect for the government's request to eliminate all non-essential transportation, exhibit shows and group gatherings for the duration.

Since this decision was made, the International Association of Display in collaborating with a national publication, *DISPLAY WORLD*, will present to its membership a first on record "CONVENTION IN PRINT" on June 15, 1943. The program of the "CONVENTION IN PRINT" release will be conducted in the same fashion as our yearly conference, such as, address of welcome, response and many articles from well known speakers.

We would like to receive a letter of expression from you addressed to the International Association of Display commenting on our new undertaking. This letter will be reproduced in cut form to become a part of this national publication "Convention in Print."

We feel that other large organizations, in a similar spirit of patriotism will take the same course.—Most cordially yours, /s/ Ray W. Parks, President.

□ **FORM LETTERS vs. INDIVIDUALLY TYPED LETTERS.** That old question keeps popping up at frequent intervals. James Gorton, Vice President of the George Gorton Machine Company, Racine, Wisconsin, recently raised it again, so we sent his letter to Horace Nahm, the fountain-of-wisdom, concerning all matters relating to automatically typed letters, asking him to answer Mr. Gorton. Here is part of Horace Nahm's reply:

I have been in the business of producing individually typewritten letters for many, many years, and accordingly, Henry Hoke thought I might be in a position to give you the correct answer.

And I have the absolute, definite and correct answer to your question. There

is no chart, and there never could be a chart available showing comprehensively and conclusively the ratio of cost and results on the individually typewritten letter versus the general mimeographed, multigraphed, multi-lith, the printed letter, etc., etc. Every possible combination and commutation of product, company background (new or old, good or bad), timeliness, relative competitive position of the product, or line of products in a particular industry or in the general industrial field, and every other factor effects the relationship that you would like to have established permanently and finally for all things.

Just like in any other form of advertising, there is no form or conclusive result which is established for all times, as to value of color in magazines, size of advertisement and its relationship to results, or any other variable factor which will cover all products at all times.

Every variable that effects direct mail, effects every type of advertising, also personal salesmanship, if you want to toss that in too. In other words, I urge upon you the desirability of not attempting to code for your own benefit, or anyone else's benefit, the relative effectiveness of any type of personal selling effort—letters, advertising, salesmanship, magazine advertising, etc., etc. For your own business, for any other business, you must make tests and study results, because every variable of business background, timeliness, etc., will effect the effectiveness of your work in different types to a different degree—but testing will give you the current answer to your questions for your business.

In our business, we have many evidences of successful results from automatically individually typewritten letters but I cannot undertake to tell you anything but test—test and test.

□ **FIRST CASE HISTORY** of a successful Convention conducted by mail (since the issuance of the GAVC Convention Manual) comes from William J. Traynor, Publicity Director of the North British and Mercantile Insurance Company Limited, 150 William Street, New York City. Mr. Traynor sends ten printed pieces for their "UN-Conventional Convention By Mail." The campaign took the place of the regular annual company conferences at Boston, Philadelphia, Chicago, Columbus and New Orleans. Mailings were made at intervals of one week. The first two pieces were attention-getting . . . balance were conventional 8½" x 11" folders containing the speeches and other details of the "program." Each mailing contained a separate sheet for "Questions and Suggestions." Congratulations to Mr. Traynor for

being the first (so far as we know) to cooperate with the Office of Defense Transportation. Hundreds will follow your example . . . judging by the bushels of inquiries being received by the ODT and the Graphic Arts Victory Committee.

All of which causes us to reprint with exclamation marks!!!! the following item which appeared in a recent issue of *New York Printing News*:

#### **Craftsmen Convention in Memphis August 10**

The annual convention of the International Association of Printing House Craftsmen will be held in Memphis, Tenn., on August 10, 11, and 12, it is announced by Eric O'Connor, president, of Montreal. These days fall on Monday, Tuesday, and Wednesday of the week, at a time when heavy military and other war traffic can be avoided.

This year's program will feature the same "clinical" type of educational program, featuring comment and discussion from the floor, that worked out so successfully last year at Grand Rapids.

Douglas C. McMurtrie (Ludlow Typograph Co.), chairman of the Craftsmen's Education Commission, who has just returned from a conference on plans with representatives of the Memphis club, points out that the secret of comfortable travel today is to make plans early and purchase tickets and reservations in advance.

*Comment:* We may be sticking our necks out too far, but *The Reporter* believes sincerely that organizations within the printing business should cooperate with the Office of Defense Transportation, especially for convention travel. The Press Release in *Printing News* about the Craftsmen Convention is filled with inconsistencies. *Who said* that military traffic is lighter on Monday, Tuesday and Wednesday? We know of actual cases where troop movements have been delayed as much as five days due partly to the tremendous growth in civilian passenger traffic. Military shipments and troop movements are taking place *every day, every hour, every minute. Sure . . .* you can get reservations if you have the money and if you get ahead of the other fellow by buying early. But that is the type of thinking which makes *rationing* necessary. *The Reporter* appeals to all Associations in the Graphic Arts and Advertising Fields to *cancel conventions for the duration*. Hold regional meetings which necessitate no travel. *Substitute Conventions By Mail.*



□ **ON SETTING A GOOD EXAMPLE.** Early in March, E. W. Palmer, Deputy Director of the Printing and Publishing Division of WPB, sent the following letter "To All Graphic Arts Trade Publications."

With all types of printing papers already curtailed to 90% of a base period tonnage, and consideration being given to a further curtailment; with copper and zinc for illustration plates drastically curtailed and supplies still critical; with stitching wire also on the curtailment list; and with manpower and transportation problems looming large on the horizon of producers of printed matter, it behooves each publication to *start now and move steadily* along the pathway to *ultimate maximum conservation*.

For publishers and producers to continue the usage of greater than veritable minimum weights of text, insert and cover stocks, of larger than minimum trimmed sizes, and of all unnecessary number of staples per publication does not speak well for the industry such a publication represents.

It might be added that such practices do not aid the industry where its needs are being considered in the light of minimum subsistence requirements.

Now is the time to demonstrate *how* to conserve critical materials in the printing and publishing industry by *setting an example*. It is suggested that you give serious attention to this step.

Yours very truly,

*Reporter's Note:* Of course, some of my friends (as indicated in the "Department of Confusion" article last month) think *The Reporter* should not pay any attention to *conservation*, paper shortages, or what have you.

But no one can sidestep the issue that conservation and the elimination of waste are timely and popular subjects. Even though we are *promoting* logical tie-ins by users of printing with essential government projects . . . we still believe that no one should be wasteful. We believe that everyone should do the best possible job with the materials that are available. And that doesn't mean *waste*.

But . . . while we are speaking of conservation and restrictions, we'll go along with the editor of Advertising Highlights, Pittsburgh, in an editorial appearing in the current issue. To his remarks, we'll say a loud *amen*.

In editorializing on the paper situation, *Advertising Age* asks: "How far

can we go in the direction of saving paper without assuming more losses in the dissemination of vital information than are now offset by whatever economies in manpower and transportation may be gained by the program of restriction?"

We couldn't give an authoritative answer to that question but from a perusal of many newspapers and magazines there is still a long way to go in the conservation of paper. In newspapers there is still much space being given subjects having little news, information, educational or entertainment value. Thousands upon thousands of column inches in newspapers throughout the country are devoted to stories and pictures of society events and their sponsors of interest to a very, very small percentage of the readers; little if any space has been salvaged for the war effort by curtailing free publicity for the motion picture gentry, and the dissemination of much vital information would be possible in space still being devoted to material as nonessential as publicity for a female who goes to school barefooted to save ration points for party shoes.

A country that can take food, shoes, and gasoline rationing, could certainly cripple along with a little less society drivel, motion picture publicity and fewer moron stories and pictures.

□ **AND THIS ISN'T HELPING THE PRINTERS ANY, EITHER:** *This reporter* recently saw a bulletin sent to the members of the Motor and Equipment Manufacturers Association from the Executive Office, 250 West 57th Street, New York City. The highlight of the bulletin was in this paragraph:

Because of information gathered by a member in Washington last week, it would seem wise for manufacturers and jobbers to defer the production of catalogs until they definitely know the extent to which government simplification, conservation and standardization will affect equipment and tool lines.

*Reporter's Comment:* Why do manufacturers think of *printed promotion* in terms of its peacetime formats and formulas? Why should manufacturers think they must produce a catalogue similar to the catalogues of peacetime? Certainly . . . changes will occur, but why sit still and do nothing, waiting for changes that may or may not occur. The peacetime type of catalogue is doomed for the duration. But that doesn't mean that you should not produce a substitute in looseleaf style or a rapid-fire, news-type product bulletin.



"Dear Sir:  
Have you ever longed for genuine cornpone and molasses from the hills of Kentucky? . . ."

## ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.

## ★ FOR DURABILITY SPECIFY KROYDON COVER

for  
Instruction Booklets  
Catalog Covers  
Manuals

★  
Available in a wide range  
of Colors in Medium and  
Heavy Weights

20 x 26 23 x 35

Sample book sent on request

•  
**HOLYOKE CARD  
AND PAPER CO.**

SPRINGFIELD, MASSACHUSETTS

**THE REPORTER**



## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.  
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

Sell your product nationally through mail order advertising. We show you how. Martin Advertising Agency, 171P Madison Avenue, New York.

### EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold. Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture," by Fred Scheff, 225 pp. 8½x11. 125 Letterheads. Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### □ DEPARTMENT OF CONFUSION.

It was needless to conceal the identity of the author of your third letter February Reporter, Page 4, because every printer and every direct mail advertising man in Canada recognizes the "fine Italian hand" of N-P- of H-S-P-M Limited. He says in his letter: "Then I was partially alone..." He still is alone and is still taking a lot of gaff from a large section of the industries: printing, paper and allied.

The general opinion in this country is that N— stuck his neck out right from the start of his campaign for conservation and what his campaign had to say about "overuse" and wastage contributed greatly to the "paper shortage scare" in Canada and the resulting panic buying. Paper users—direct mail users in the main—got the idea that it was unpatriotic to use paper for advertising purposes. A survey which was made in Toronto and Montreal revealed that advertising men viewed with alarm the growing apprehension of advertisers over the paper situation. An official of the Association of Canadian Advertisers told the interviewer that one impression which must be created in the minds of managing executives was that "there is no paper shortage and that the use of

paper for advertising purposes is not unpatriotic."

I am enclosing copies of "The LITTLE Paper" published by one of Montreal's largest paper houses. The June 1942 issue speaks out against the paper shortage propaganda. The current issue, while explaining some of the background (in part, at least) of a new Canadian order which aims at establishing quotas for newspapers and magazines, carries a reiteration of its June 1942 statement that "there is no paper shortage" and definitely states that there is plenty of paper for legitimate purposes.

Among the paper mill men to whom I have spoken on the subject, there is no indication yet that we will have to apply compulsory reductions of paper use in Canada, nor is there likely to be so long as paper use remains as at present—from 10% to 25% less than in 1942. This reduction does not come about through voluntary reductions but by a falling off of business which is normal to our wartime operations in this country.

The general feeling here is that advertising has a wartime job to do—that direct mail advertising pieces have a part to play in the war effort. But how far advertising and printed matter will go along this line will depend almost entirely upon the skill and ingenuity of advertising men and printers in applying tried and tested sales promotion methods to specific wartime jobs, some of which are the sale of Victory bonds and stamps, explanation of rationing, nutrition, conservation of clothing and so on. It is recognized here that just as much selling has to be done to get people to "make do with what you've got" and "be kind to what you have" as to sell them new things. The national economy doesn't call for anyone going cockeyed in the use of any materials, including paper, but we don't want anyone to confuse economy with out-and-out curtailment.

You are quite at liberty, Mr. Hoke, to mention my name as the author of this epistle. If you use any part of it, it may serve as the topic of an interesting debate the next time N— and I get together, which is often because we are both on the Board of a Craftsmen's Club here.

Yours, in the spirit of good, clean, paper usage.—Ken W. F. Cooper, Sales Promotion Division, The Herald Press Limited, 265 Vitre Street, W., Montreal, Quebec, Canada.

Reporter's Note: There . . . you have the other side of the story.

□ DO YOU NEED A GUIDE TO ACCURATE THINKING . . . AND WRITING? According to Dillard Stokes, the star reporter for The Washington Post, who won the Pulitzer prize for his exposé of the franking privilege . . . everybody in the

writing business should study semantics. We have listened to Dillard Stokes explaining semantics for hours at a time. We have trouble understanding what he is talking about . . . but his knowledge of words and their interpretation has been responsible for making him a brilliant writer. We asked Dillard to give us the name of the best book on semantics for the average individual. Strangely, Dillard recommended a book written by a Japanese (an American educated Japanese)—S. I. Hayakawa. The book is titled "Language in Action." It is published by Harcourt, Brace & Company, 383 Madison Avenue, New York City. It sells for \$2.00. It was at one time a Book-of-the-Month selection. "Language in Action" is supposed to be a guide to accurate thinking and here is what the jacket says about it:

"How to tell the truth when you see it or hear it—and how to tell a lie when you read it or hear it—is of vital importance in this day of propaganda and censorship. If you want to speak accurately, read intelligently, and understand the world of words in which you live, you will find this an indispensable book.

When you read a book, listen to a political debate, discuss a business matter, or carry on a social conversation, are you sure that you are getting an accurate idea of what the other person means? You may think you are, or that it is simply a matter of knowing the dictionary meaning of a word, but, if you remember the last argument you listened to, you will know that words are as frequently a barrier to communication as they are an aid.

The twentieth century's newest science, semantics, is devoted to the meaning of words: not merely to the explaining of words with more words, but to observing how human beings react, sometimes sanely, sometimes unsanely, both to the words they hear and to the words they use themselves.

Language in Action now brings this science to the ordinary reader—it is a layman's guidebook through the world of words. Simply and clearly written, it points out with apt and humorous illustration the tricks that we play on ourselves with words, and explains the discipline that can make language not a barrier to, but an instrument for, understanding and cooperation."

This reporter has not yet found time to read Hayakawa's book, but if Dillard Stokes recommends it, it must be all right. After we have waded through it, you Reporter readers may find an improvement in this dictated and unconventional magazine.

□ **INTERESTING AND UNIQUE HOUSE MAGAZINE** . . . is "Quarterly" issued by the Whiting-Plover Paper Company, Stevens Point, Wisconsin (Dick Brady, Editor.) There is always some unusual stunt in each issue. Current one has a self-locking cover and a trick die-cut frontispiece which shows three different scenes as tab is pulled. Then there is a pop-up on the first inside editorial page. There are plenty of good articles on letterhead designs, promotion possibilities, etc. Better get on the mailing list if you are not already on.

□ **DAMN THESE CHAIN LETTERS.** Every once in a while someone starts a rage for chain letters. Each one urges the recipient to be a *good fellow* and not break the chain. *The Reporter* received a sample of the current letter going the rounds . . . with the bait, a 25c war savings stamp. The letter states "I understand that this particular chain letter has the approval of the Government."

We took the trouble to call "the Government." The Government does not approve of any chain letter scheme. Such letters are in violation of the Postal Fraud Statutes. The writers of such letters, together with the names of those who appear as participants, are exposing themselves to the real danger of having a fraud order issued against them no matter how innocent they may be in their participation.

For those who doubt the facts given here, we refer you to the Postal Bulletins of July 22, 1941 and February 5, 1942. In those bulletins Postmasters were instructed to warn (and if necessary take action against) all participants in chain letter schemes. We urge all readers of *The Reporter* to be on their guard. Don't get caught.

□ **BUILDING MORALE** is the theme of a series of folders being issued by The Northfield Schools, East Northfield, Massachusetts. Frank Pearsall sends *this reporter* a few of the early samples which have been mailed to 14,000 of their constituents. Frank credits *The Reporter* for "much of the inspiration" for these pieces. Each circular deals with one of the important problems of wartime economy. We suggested to Frank that his best outline for future pieces is the Guide Book issues by the GAVC.

□ **ARMY-NAVY "E" AWARD BOOKLETS** continue to be tops among current specimens of fine printing. We cannot mention all of the hundreds of specimens which come to our attention, but the one just sent to us by David W. Sperry, Owatonna Tool Company, Owatonna, Minnesota, is one of the best of the current crop . . . even though we've heard it's a wise practice to keep these award souvenir programs in a smaller size. Tests have shown that where the size is kept small enough for a pocket . . . more copies are retained and carried home.

□ **HERE'S ONE FOR THE BOOK.** The Graphic Arts Victory Committee (as you may have guessed by this time) is trying to promote the *logical continuance* of printed advertising. One of the first case histories of a successful promotion resulting from the GAVC campaign comes from a strange source. It may give some of you Direct Mail folks . . . a chuckle. Here it is:

The Graphic Arts Victory Committee in one of its first booklets listed and described 31 Government Victory Projects to which advertisers might "tag" their promotion. *Sales Management* (the magazine of modern marketing) liked the listing so well that it was reproduced on the front cover of the December 1, 1942 issue . . . with full credit to the Graphic Arts Victory Committee. The Advertising Manager of the Peoria, Illinois Journal-Transcript (newspaper) liked the listing so well (and the idea) that he reproduced the front cover of *Sales Management* and mailed it with a two-page mimeographed bulletin and an order form to all the advertisers in that area. He suggested that putting across these necessary projects was a tremendous job for any newspaper AND an impossible job for any one advertiser. He suggested an inexpensive cooperative campaign for a group of Peoria advertisers. Each advertisement to focus the spotlight on one particular Government project. Result . . . 50 full pages of newspaper advertising . . . one a week for 50 weeks. Our editorial hat is doffed to the Advertising Manager of the Peoria Journal-Transcript for seeing the possibilities much more quickly than some of the folks in the Graphic Arts Industry. The ads themselves are SWELL.

□ **WANTED . . . POSTER AND SLOGAN IDEAS.** Julian Brodie, Brief Items Committee of the Writers' War Board, 122 East 42nd Street, New York City suggests that Direct Mail people ought to be helpful in thinking up good poster and slogan ideas for the War Writers' Board. This organization has contributed the captions and plots for 80% of the posters that have been printed thus far by the Treasury Department on War Bonds, and by the War Department on enlistment, etc.

The Poster Committee of the Writers' War Board is becoming the chief source to which many Federal departments and agencies are looking for fresh ideas. Needed now are posters and plots to stimulate (1) War Bond purchasing (2) War production in factories (3) Enlistment in U. S. Merchant Marine (4) Civilian defense activities and public cooperation with such activities and (5) Enlistment in the WAAC.

If any of the readers of *The Reporter* want to participate in this idea creating crusade . . . just scribble your ideas on a piece of paper and shoot them along to Julian Brodie. If you think of a way to illustrate your ideas, . . . explain them. You don't have to be able to draw—the description will do. If you don't consider yourself good at punch slogans, just send along plot suggestions for the pictures themselves. Remember that brevity is the soul of poster art. Keep captions short; plot ideas simple and dramatic. Material is urgently needed.

□ **SHOULD ADVERTISING BE CURTAILED?** Some months ago we commented on the *strange* petition signed by some 200 practically unknown college professors urging the Government to curtail advertising. The Advertising Federation of America has just released an answer to the professors written by a man who knows what he is talking about . . . C. E. Griffin, Dean, School of Business Administration, University of Michigan. Wish we had room to print the sane and logical three page reply of Dean Griffin, but *The Reporter* must limit itself to *brief reporting*. If you haven't seen this reply . . . write to the Advertising Federation of America, 330 West 42nd Street, New York City and they will send you a copy.

# Picked for the Job!



**BUY MORE  
WAR BONDS**

## **THE TANK CORPS Roll through the Axis**

To man one of these mechanized mastodons calls for the physique of a wrestler, the cold-chiseled courage of a leopard tamer. A fellow who can handle a steam shovel with the precision of a watchmaker might do. But besides having brawn and skill these men-in-asbestos must be immune to merciless treatment.

To find this means selection: fine-tooth combing, grueling tests both physical and mental.

*Printers and converters select SPRINGHILL TAG . . . the famous 100% sulphate surface-sized paper because it can everlastingly take it printed, typed, or written—for index cards, tags, charts, schedule cards, etc.*

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